

County Connection

2477 Arnold Industrial Way Concord, CA 94520-5326 (925) 676-7500 countyconnection.com

MARKETING, PLANNING & LEGISLATIVE COMMITTEE

MEETING AGENDA

Thursday, September 3, 2026

8:30 a.m.

Lamorinda Office of County Supervisor Candace Andersen
3338 Mt. Diablo Blvd, Lafayette, CA 94549

The committee may take action on each item on the agenda, even items that are listed as “information only”. The action may consist of the recommended action, a related action or no action. Staff recommendations are subject to action and/or change by the committee.

1. Approval of Agenda
2. Public Communication
3. Approval of Minutes from August 6, 2026*
4. State Legislative Update – Verbal Update
5. On Call Planning Contract Award*
(Staff will provide a recommendation of an award for an on-call planning services contract.)
6. LINK Paratransit Rider Satisfaction Survey Results* – Information Only
7. School Outreach Overview* – Information Only
8. Transit Month, County Connection BINGO* – Information Only
(Staff will provide information on County Connection’s program for Transit Month.)
9. Community Events*
10. Committee Comments
11. Future Agenda Items
12. Next Meeting – October 1, 2026
13. Adjournment

*Enclosure

FY2026/2027 MP&L Committee

Candace Andersen – Contra Costa County, Amy Worth – Orinda, Marisol Rubio – San Ramon, Kevin Wilk – Walnut Creek

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CENTRAL CONTRA COSTA TRANSIT AUTHORITY

General Information

Public Comment: Public comment may be submitted via email to rjones@cccta.org. Please indicate in your email the agenda item to which your comment applies. Comments submitted before the meeting will be provided to the Committee before the meeting. Comments submitted after the meeting is called to order will be included in the correspondence that will be provided to the full Board.

Oral public comments will also be accepted during the meeting. If you have anything that you wish to be distributed to the committee and included for the official record, please include it in your email. Comments that require a response may be deferred for staff reply.

Availability of Public Records: This agenda, and all public records relating to an open session item on this agenda which are not exempt from disclosure pursuant to the California Public Records Act and are distributed to a majority of the legislative body, will be made available for public inspection by posting them to County Connection's website at www.countyconnection.com.

Accessible Public Meetings: Upon request, County Connection will provide written agenda materials in appropriate alternative formats, and provide disability-related modifications or accommodations including auxiliary aids or services, to enable individuals with disabilities to participate in public meetings and provide comments at or related to public meetings. Please submit a request, including your name, phone number and/or email address, and a description of the modification, accommodation, auxiliary aid, service, or alternative format requested at least two days before the meeting. Requests should be sent to the Manager of Marketing & Communications, Ryan Jones, at 2477 Arnold Industrial Way, Concord, CA 94520 or rjones@cccta.org. Requests made by mail must be received at least two days before the meeting. Requests will be granted whenever possible and resolved in favor of accessibility.

Shuttle Service: With advance notice, a County Connection LINK shuttle can be provided from the Lafayette BART station for all individuals wishing to attend the meeting. To arrange for the shuttle service, please call (925) 938-7433 between 8:00 am and 5:00 pm at least one day prior to the meeting.

Currently Scheduled Board and Committee Meetings

Board of Directors:	Thursday, September 17, 9:00 a.m. County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Administration & Finance Committee:	Wednesday, October 7, 9:00 a.m. County Connection Administrative Offices 2477 Arnold Industrial Way, Concord, CA 94520
Advisory Committee:	Thursday, September 3, 1:30pm County Connection Board Room 2477 Arnold Industrial Way, Concord, CA 94520
Marketing, Planning & Legislative Committee:	Thursday, October 1, 8:30 a.m. Lamorinda Office of County Supervisor Candace Andersen 3338 Mt. Diablo Blvd, Lafayette, CA 94549
Operations & Scheduling Committee:	Friday, September 4, 8:30 a.m. Pleasant Hill City Hall, Small Community Meeting Room 100 Gregory Lane, Pleasant Hill, CA 94523

The above meeting schedules are subject to change. Please check the County Connection Website (www.countyconnection.com) or contact County Connection staff at (925) 676-1976 to verify date, time, and location.

This agenda is posted on County Connection's Website (www.countyconnection.com) and at the County Connection Administrative Offices, 2477 Arnold Industrial Way, Concord, California

County Connection

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Summary Minutes Marketing, Planning, and Legislative Committee Thursday, August 6, 2026, 8:30 a.m.

Directors: Marisol Rubio, Kevin Wilk
Staff: Bill Churchill, Ruby Horta, Andrew Smith, John Sanderson, Kyle Boehm
Public: None

Call to Order: Meeting called to order at 8:30 a.m. by Director Rubio.

1. Approval of Agenda

The Committee approved the agenda.

2. Public Communication

None.

3. Approval of Minutes from June 4, 2026

The Committee approved the minutes.

4. State Legislative Update

Mr. Churchill provided an update on SB 741 (Blakespear) which would widen the list of the types of programs and projects eligible for LCTOP funding. County Connection is supportive of this bill as it will provide the agency with additional flexibility to spend LCTOP funding should such funding be backfilled at the state level. SB 1266 (Stern) would include the cost to repair or replace equipment damaged or destroyed as a result of copper theft, rather than just the value of the stolen copper itself, when determining whether such illegal action qualifies as grand theft. AB 1383 (McKinnor) would increase CalPERS retirement benefits to employees subject to PEPPRA regulations. Mr. Churchill stated that while he had previously shared that the bill had been amended to be optional for agencies such as County Connection, he has since learned that it automatically applies to non-public safety employees who don't pay into Social Security, which includes County Connection employees. If passed, this bill will have a significant cost impact to County Connection. AB 1768 (Bryan) has been signed by the governor and will allow Contra Costa County to levy up to a 0.625% tax pursuant to the Transactions and Use Tax Law, subject to voter approval, that exceeds the 2% combined limit of all such taxes. Lastly, Mr. Churchill shared a letter from Transportation Secretary Duffy allowing the FTA to withholding funding from transit agencies "who allow crime to run rampant", restoring the highway trust fund by eliminating the mass transit account, prioritizing cars over bikes, and requiring English fluency for CDL holders and reduce non-domiciled rights. Mr. Churchill further explained that there is a fair bit of consternation in Congress and that reauthorization of the surface transportation bill is not likely in November.

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CENTRAL CONTRA COSTA TRANSIT AUTHORITY

5. CCTA Coordinated Call for Projects

Mr. Boehm provided an update on Contra Costa Transportation Authority's (CCTA) Countywide Coordinated Call for Projects (CCFP). In response, County Connection is partnering as a joint applicant with the City of Pleasant Hill and the City of Walnut Creek to provide support to three projects within our service area: the Coggins Drive Active Transportation Enhancements Project (Pleasant Hill), Contra Costa Boulevard Active Transportation Project (Pleasant Hill), and Better Bus Stops 2 Project (Walnut Creek).

6. San Ramon Senior Center Shuttle Transition to LINK Paratransit

Mr. Sanderson discussed transitioning about a dozen former passengers of the discontinued San Ramon Senior Center shuttle to LINK ADA Paratransit, as the result of a collaborative effort of County Connection and City staff. Recognizing that LINK is an eligibility-based service, outreach for the transition focused on individuals whose disabilities or health-related conditions may prevent them from independently using fixed-route transit.

The transition of eligible San Ramon Senior Center riders to LINK ADA Paratransit is anticipated to have a minimal financial impact and will be accommodated through the program's normal operating budget and service delivery.

7. Youth Ride Free Update

Mr. Smith provided a summary of engagement efforts of the Youth Ride Free summer program, with brought in roughly 1.2 million views of the English-language program ads, and over 400k views of the Spanish-language ads. Combined, these ads drove approximately 15,000 visitors to the youthridefree.com landing page, where youth riders could log their trips and compete for prizes. There was a total of approximately 13,400 youth rides in June 2026, a approximately 15.6% increase from June 2025. Ridership data for July 2026 was not yet available.

8. Community Events

Mr. Smith shared the outreach calendar for August which included two Mobile Lobby events throughout Central Contra Costa County, in addition to one school outreach event and one Class Pass trip.

9. Committee Comments

None.

10. Future Agenda Items

None.

11. Next Scheduled Meeting

The next meeting was scheduled for Thursday, September 3, 2026, at 8:30 a.m. in person at Supervisor Andersen's Office, 3338 Mt. Diablo Blvd., Lafayette, CA.

12. Adjournment – The meeting was adjourned at 9:01 a.m.

Minutes prepared and submitted by Andrew M. Smith, Director of Planning & Marketing.

To: Marketing, Planning, & Legislative Committee

Date: August 27, 2026

From: Pranjal Dixit, Manager of Planning

Reviewed by: AMS

SUBJECT: On-Call Planning Services Contract Award

Background:

Many cities and public transit agencies retain planning services on an on-call basis to enlist support when an abundance of projects exceed the agencies' ability to fulfill all demands. Rates are agreed upon up front, and then specific work orders are developed for each project. Consultants must be able to deliver planning services working in collaboration with internal staff and external parties such as municipalities and other transit agencies. The scope of these services can include operations and capital planning, federal, state and/or local project compliance, evaluation of emerging mobility options, and public outreach.

As agencies reimagine post-pandemic services, seek new opportunities for grants, and transition to zero-emission fleets, staff anticipates several projects over the next few years that will likely require assistance from a consultant. This includes a comprehensive onboard passenger survey to provide statistically valid demographic data that is required by Federal Transit Administration (FTA) every five years, as well as updating the agency's Title VI program.

Request For Proposals Process:

Staff worked with legal counsel to develop a Request for Proposals (RFP) and sample agreement to ensure compliance with state and federal requirements. Following the authorization from this Committee, the RFP was released on June 8, 2026, and a pre-proposal conference was held via teleconference on June 17, 2026. The following two firms submitted responsive proposals prior to the July 24, 2026 deadline. Both the proposals met the minimum standards set forth in the RFP.

Prime Consultant	Subconsultants
Kimley-Horn and Associates, Inc.	RouteSprout, Resources Systems Group, and Four Nines Technologies
Fehr & Peers	InfraStrategies, Jarrett Walker & Associates, and Shah Planning & Design

The proposals were reviewed by an evaluation panel consisting of County Connection staff as well as staff from partner agencies based on the following criteria:

Firm Qualifications	30 points
Key Personnel	20 points
Approach and Capacity	30 points
Cost Proposal	20 points
TOTAL	100 points

Both Kimley-Horn and Fehr & Peers were invited for an interview and given the opportunity to present more detail on their proposed approaches for the types of projects that staff anticipates undertaking in the next few years.

While both firms brought well-qualified teams and strong proposals, Kimley-Horn was selected based on technical capabilities that align directly with the agency's immediate priorities which include conducting on-board passenger surveys and updating our Title VI Program and Short Range Transit Plan. They also bring an extensive track record of delivering complex projects for regional partners like the Metropolitan Transportation Commission (MTC), Contra Costa Transportation Authority (CCTA), and several Bay Area transit agencies.

Financial Implications:

The contract will include a not-to-exceed amount of \$1,000,000, but there is no obligation for County Connection to spend that amount. As projects are identified, staff will notify the appropriate Committee, and all work orders will comply with the adopted budget for that year (currently \$150,000 for service planning and development expenses) and grant funding when available.

Recommendation:

Staff recommends awarding a contract for on-call planning services to Kimley-Horn and Associates, Inc. for a three-year base term with two one-year options for an amount not to exceed \$1,000,000.

Action Requested:

Staff requests that the MP&L Committee forward this item to the Board for approval to authorize the General Manager to enter into an agreement with Kimley-Horn and Associates, Inc. for on-call planning services.

Attachments:

None.

To: Marketing, Planning & Legislative Committee

Date: August 27, 2026

From: John Sanderson, Director of ADA & Specialized Services

Reviewed by: *Ref*

SUBJECT: LINK Paratransit Rider Satisfaction Survey Results

Background:

County Connection LINK paratransit, One-Seat Ride (OSR) service, and the Livermore Amador Valley Transit Authority's (LAVTA) Wheels Dial-A-Ride paratransit service are all operated and jointly administered under County Connection's paratransit operations and maintenance contract with Transdev Services, Inc. Whereas the passenger surveys conducted by County Connection have until now been limited to fixed-route bus riders, LAVTA conducts a survey of Wheels Dial-A-Ride passengers annually or bi-annually, with the most recent conducted in late 2025 with the results presented in spring 2026.

Unfortunately, the LAVTA survey revealed a significant decline in average passenger satisfaction scores from the 2023 survey to the 2025 survey, which prompted County Connection staff to seek direct feedback from LINK's own riders. In May 2026, following authorization by the Board of Directors, staff sought quotes from several potential vendors and ultimately engaged Quantum Market Research, Inc. (QMR) to design and administer the first dedicated rider satisfaction survey of LINK paratransit and One-Seat Ride customers. The LINK/OSR survey was conducted in July and August 2026, and this memo presents the preliminary results.

Survey & Scoring Methodology:

The survey questionnaire was developed jointly by the County Connection project team and QMR, and covered rider perceptions of:

- Call center performance,
- Trip scheduling process,
- Driver performance,
- Technology, and
- Overall service quality

Of LINK's 1,655 registered riders, 771 had used LINK or OSR service within the previous 12 months and were included in the sampling frame for the survey. Potential respondents were notified by postcard, reminded midway through data collection by an interactive voice response (IVR) message, and offered entry into a raffle as an incentive.

QMR completed 266 interviews of which 228 were administered by telephone interviewers and 38 completed online. 178 (67%) of survey respondents were riders and 88 (33%) were caregivers answering on behalf of riders. The survey was offered in English and Spanish, though only one interview was completed in Spanish. About 30% of survey respondents reported using wheelchairs, and 58% reported annual household incomes under \$30,000.

Respondents' answers to individual questions were ranked on a five-point scale, with the most positive responses assigned five points, and the most negative responses assigned one point. Individual responses were then aggregated to produce an overall or average score for each question. The final margin of error for the survey scores is $\pm 4.9\%$ at the 95% confidence level. QMR's preliminary findings are included as Attachment 1. In addition to the scored questions, the survey also included open-ended comments, a summary of which is included as Attachment 2.

Survey Results:

Consumer satisfaction with LINK and OSR was generally above average, the overall rider experience earning a mean satisfaction score of 3.95 out of 5. 68% of respondents rated their overall experience as "Great" or "Excellent," 23% "Satisfactory," and only 8% as "Poor" or "Very Poor." As well as program strengths, the survey also revealed areas for improvement, most notably related to timeliness of trips and time on board. Overall timeliness of the service received an average rating of 4.05 out of 5. Additional results are included in Table 1, below.

Table 1: Average customer satisfaction scores

Service Attribute	Average Score (out of 5)
Overall Satisfaction	3.95
Driver Courtesy	4.44
Safe Driving Practices	4.46
Proper Wheelchair Securement	4.55
Call Center Staff Courtesy	4.45
Call Center Staff Knowledge	4.32
Ease of Booking Trips by Phone	4.3
Vehicle Cleanliness	4.46
On-Time Pickup	3.89
On-Time Drop Off	4.02
Reasonable Travel Time	4.08

Other Themes Identified:

First, awareness of some available programs is low: 41% of respondents were not aware of the My Transit Manager smartphone application, and 59% were unaware of the OSR program. Second, longer-term riders view the service's trajectory positively—of the 47% who have used LINK for five years or more, 54% said the service has improved over that period, 28% said it has stayed about the same, and 11% said it has worsened.

It should also be noted that 80% of those who use the My Transit Manager application reported that it works well for them. Additionally, although any Bay Area paratransit rider is eligible to use the OSR

program, only those traveling between the County Connection, Tri Delta Transit, LAVTA, and WestCat service areas actually do so, and because OSR is integrated seamlessly with LINK service, users may not be aware of OSR as a distinct program. Based on these findings, staff is focusing on strategies to improve service reliability by strengthening customer communication regarding service delays and other disruptions and expanding outreach about the My Transit Manager application and the OSR program.

Financial Implications:

None.

Recommendation:

None. Information only.

Action Requested:

None. Information only.

Attachments:

Attachment 1: LINK Rider Survey – Preliminary Summary of Findings

Attachment 2: LINK Rider Survey – Summary of Open-Ended Responses



County Connection LINK Ridership Satisfaction Survey

Summary of Findings

Prepared August 2026

Quantum Market Research, Inc.



Background

- Overall goal of the study is to measure rider satisfaction of the County Connection LINK paratransit service.
- This is the first rider satisfaction survey conducted for LINK riders.
- To ensure accurate representation of current riders, all respondents had to have used LINK in the previous 12 months.
- A total of 771 of the 1,655 registered users have used the service in that timeframe.



Methodology

- A total of 266 interviews were conducted – 228 administered by a QMR interviewer and 38 completed online.
- Among respondents, 178 were riders (67%) and 88 were caregivers (33%).
- Telephone surveys averaged 7-10 minutes in length.
- While the survey was available in both English and Spanish, only 1 was completed in Spanish.
- The final margin of error is $\pm 4.9\%$ at the 95% confidence level.

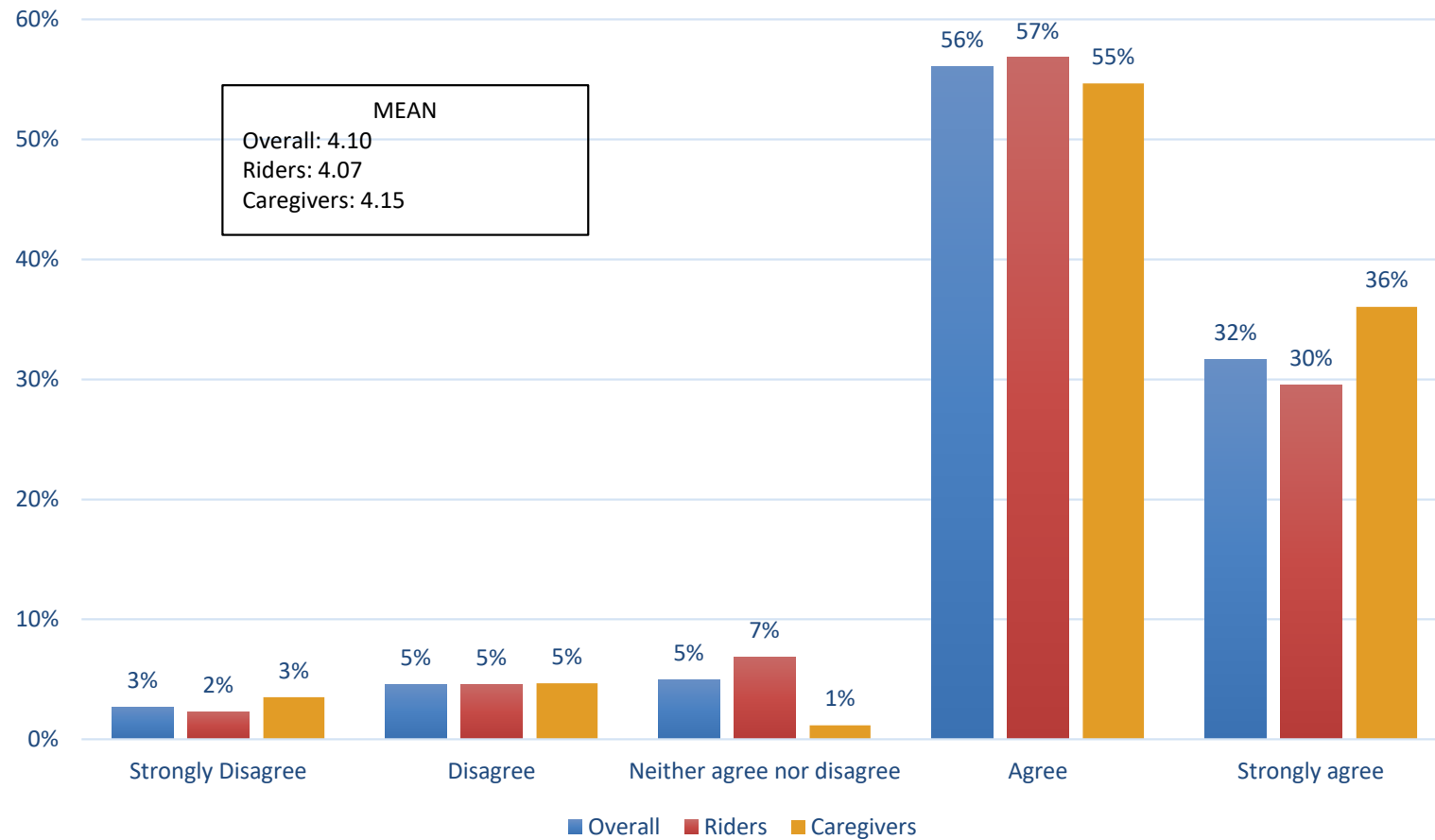


Methodology (cont'd)

- The questionnaire was designed by the County Connection project team and QMR.
- Questions focused on perceptions of telephone service, trip scheduling, ride experience, driver performance, technology, and overall service quality.
- QMR translated the survey into Spanish and programmed both English and Spanish interviews into the online survey tool, Qualtrics.
- Postcards were sent to all potential respondents alerting them to the study and asking for their participation, including the password needed to complete the survey online.
- Midway through data collection, messages were sent by County Connection via IVR to those who had not completed, inviting them to complete the survey.
- All respondents were offered the opportunity to enter into a raffle for a chance to receive one of four \$50 raffles.

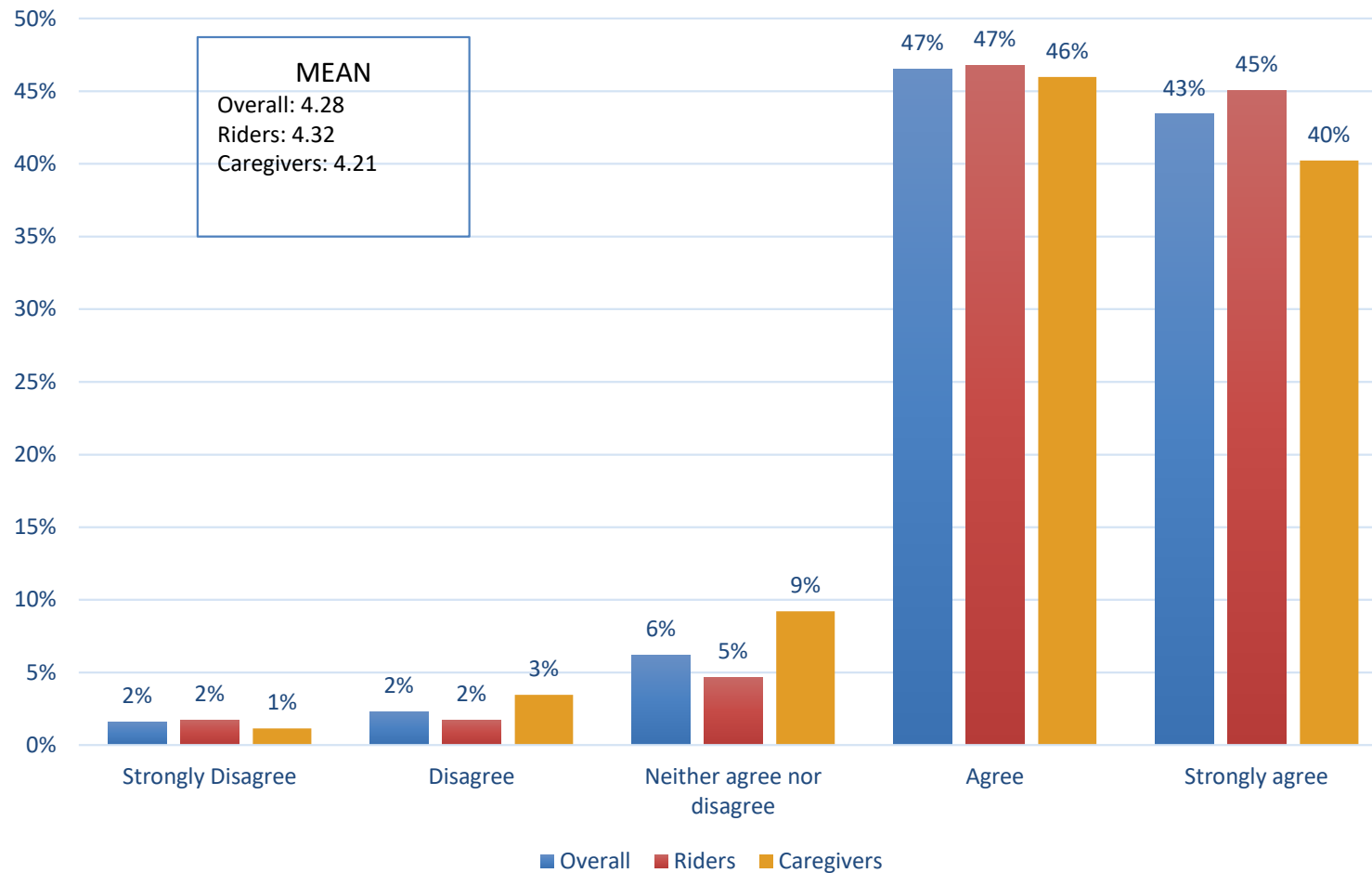


Acceptable Telephone Hold Time



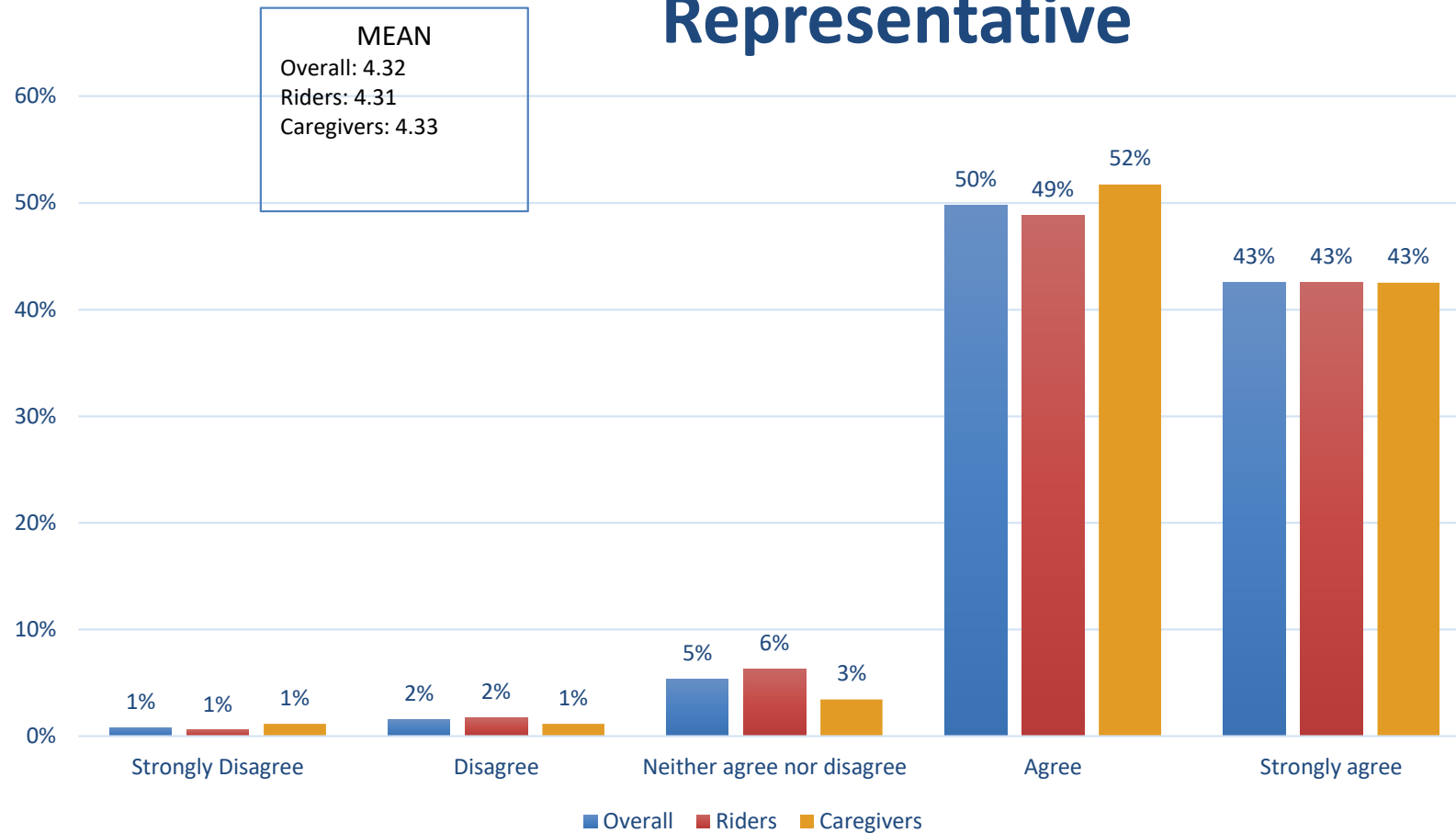


Easy to Navigate Telephone Menu



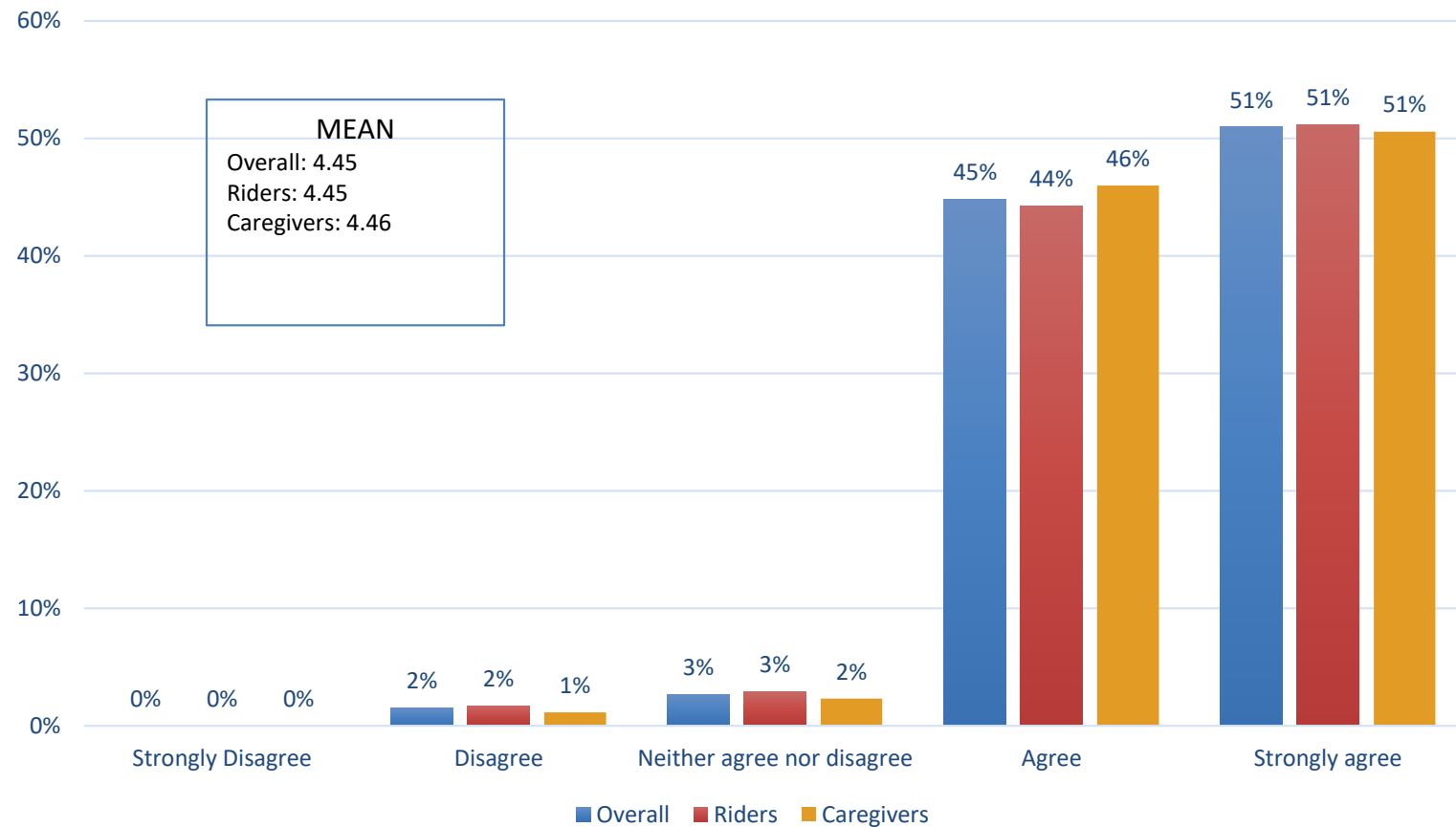


Knowledgeable Customer Service Representative



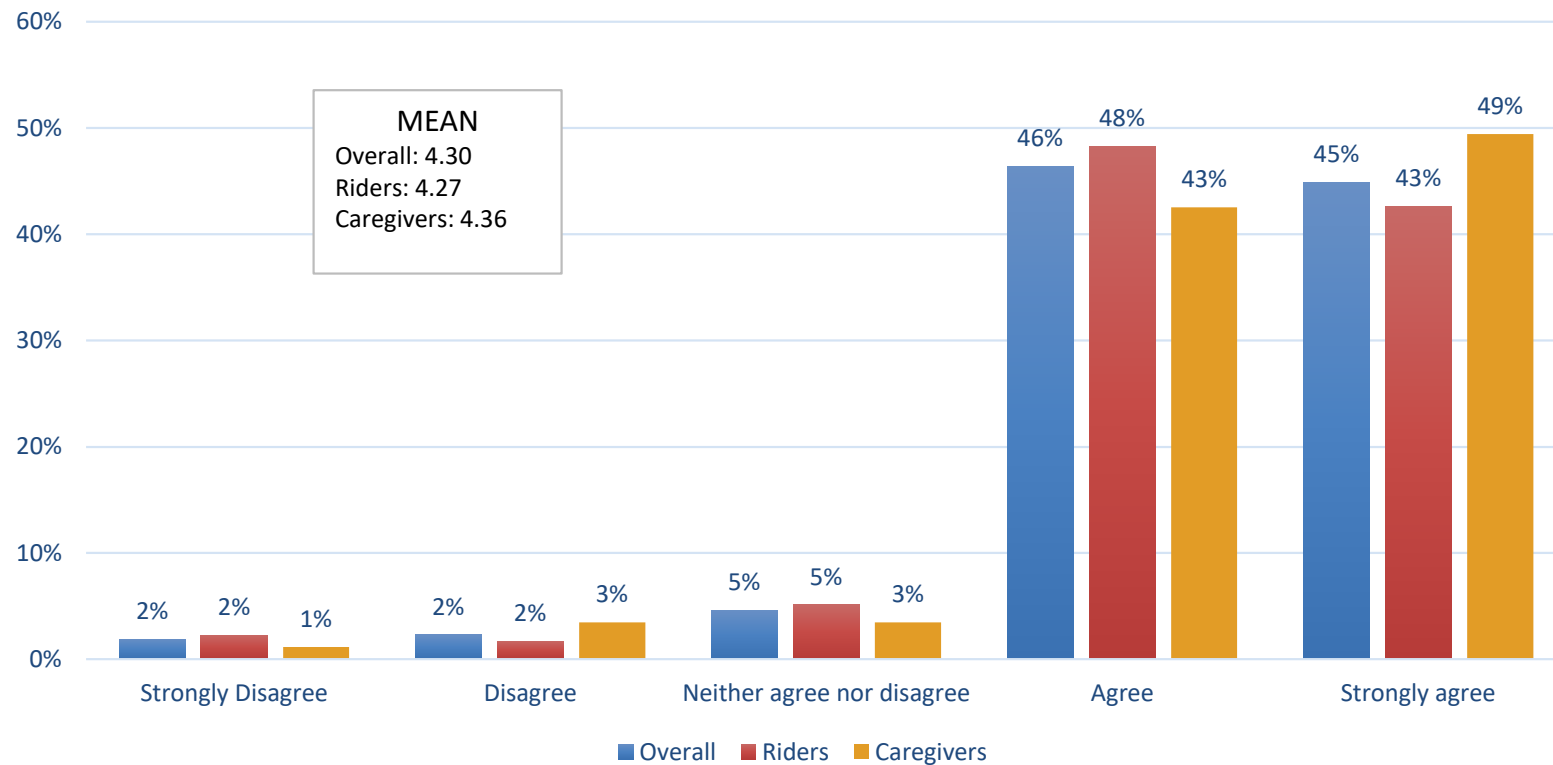


Courteous Telephone Representative



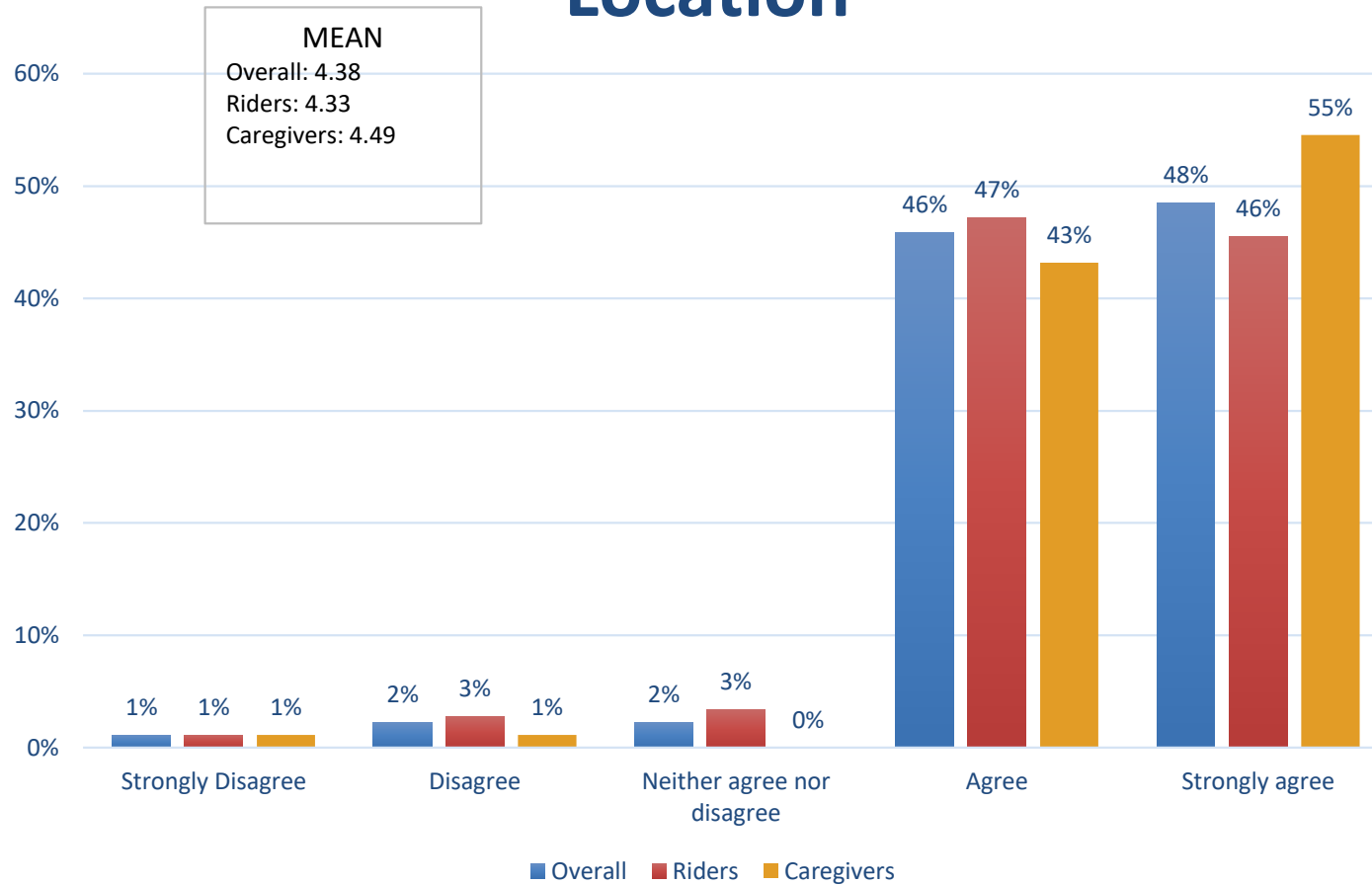


Easy to Make Transportation Arrangements by Telephone



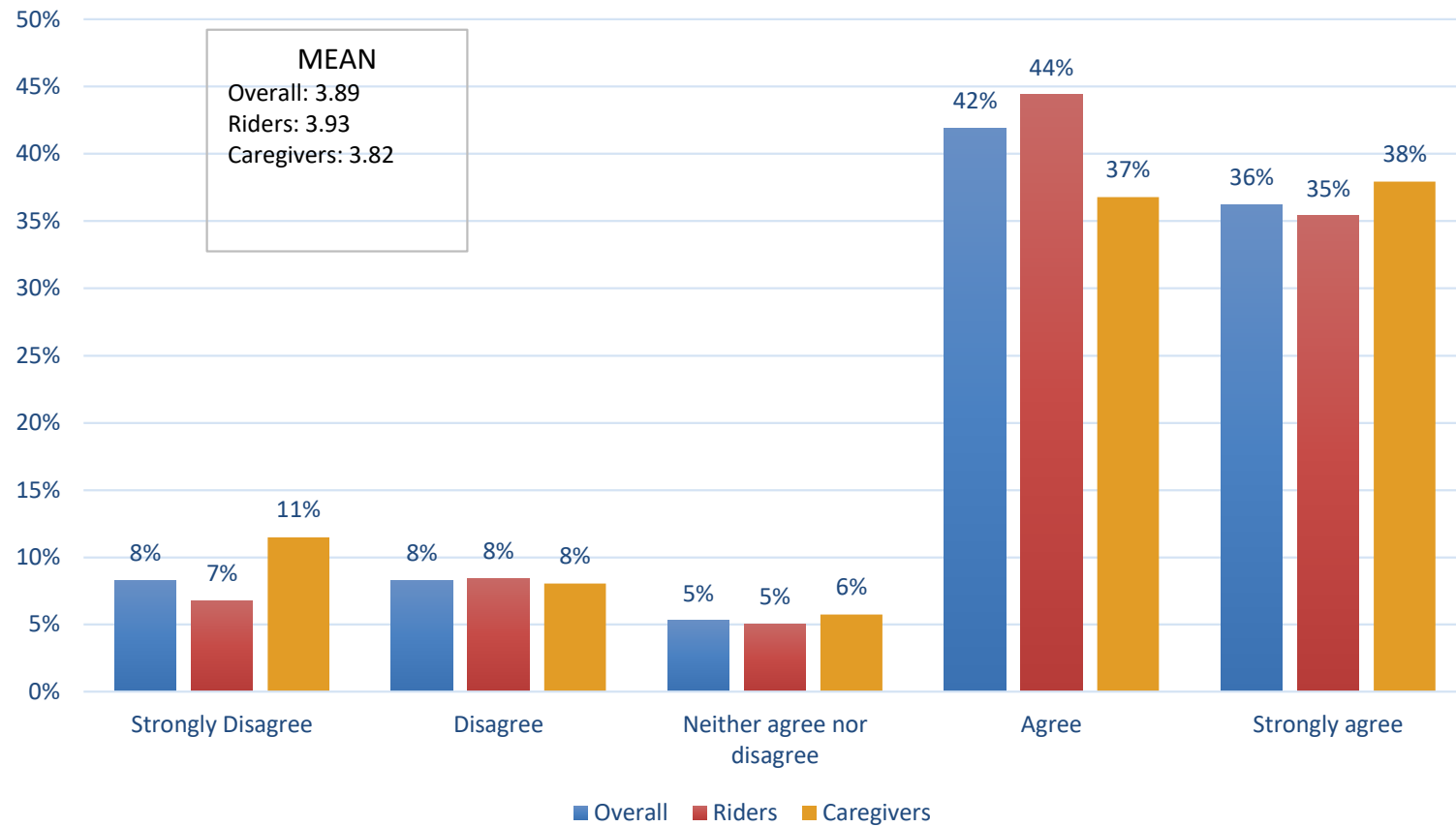


Arrived at Correct Pick-Up Location



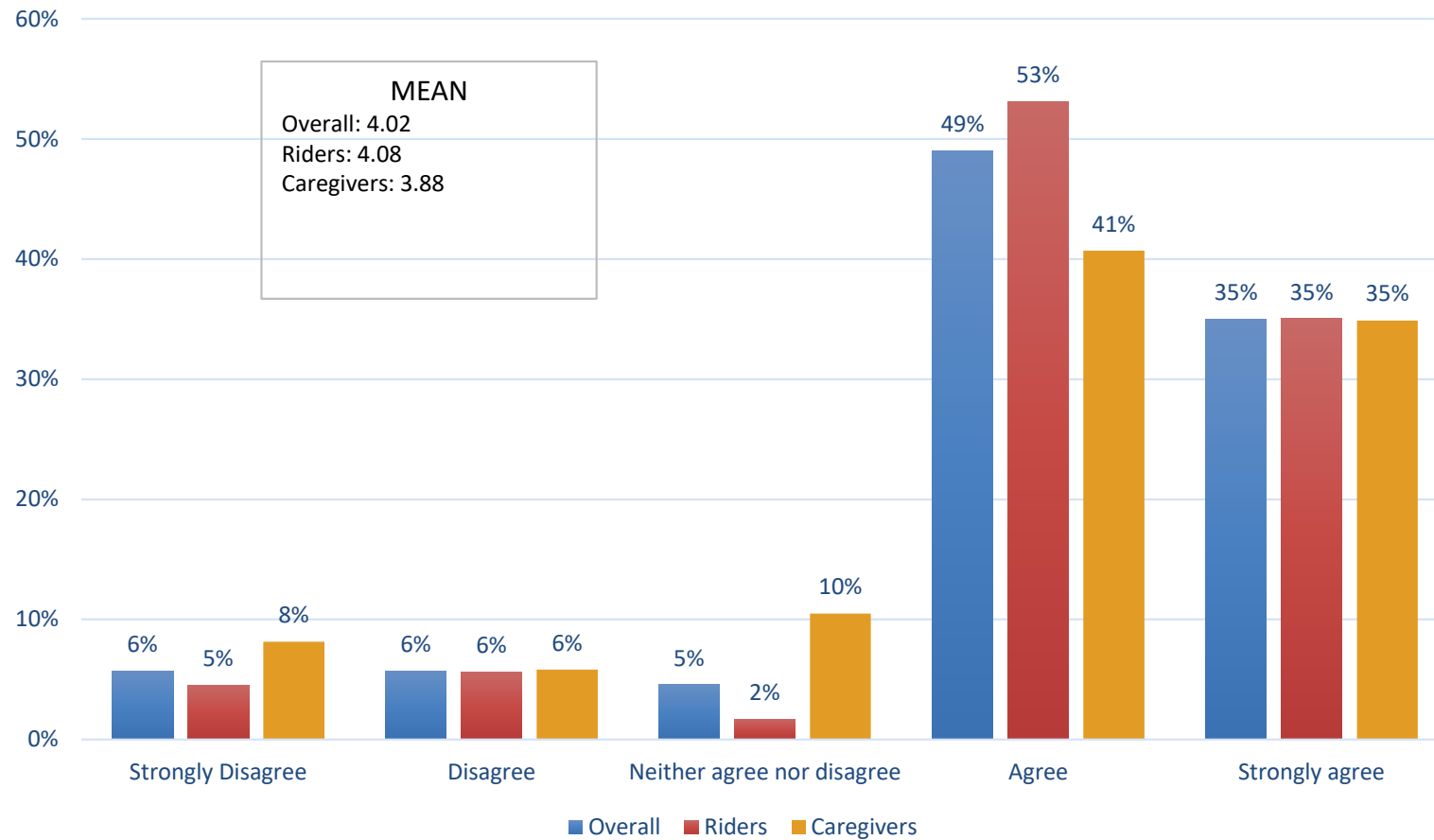


Vehicle Arrived on time for Pick Up



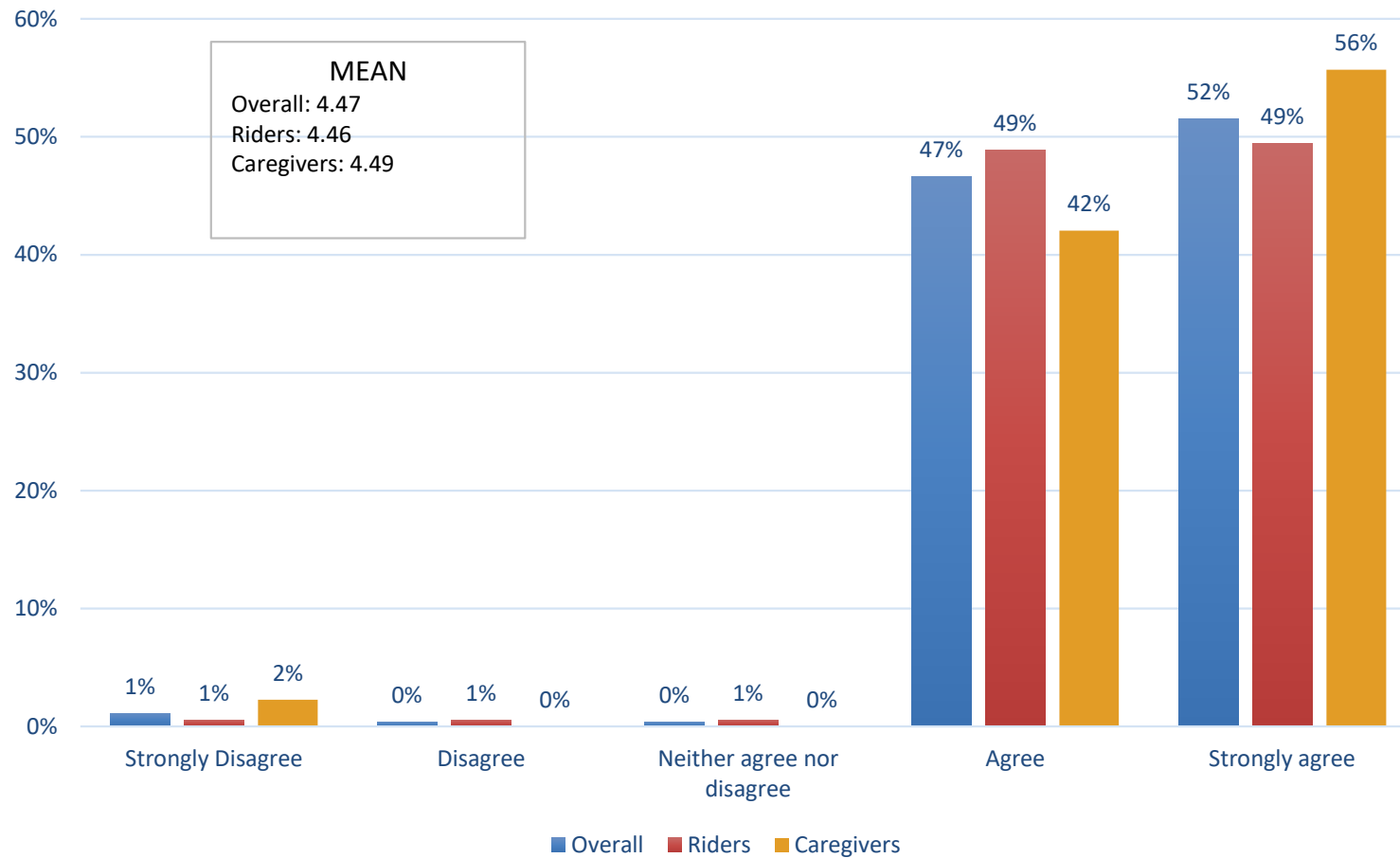


Arrived at Destination on Time



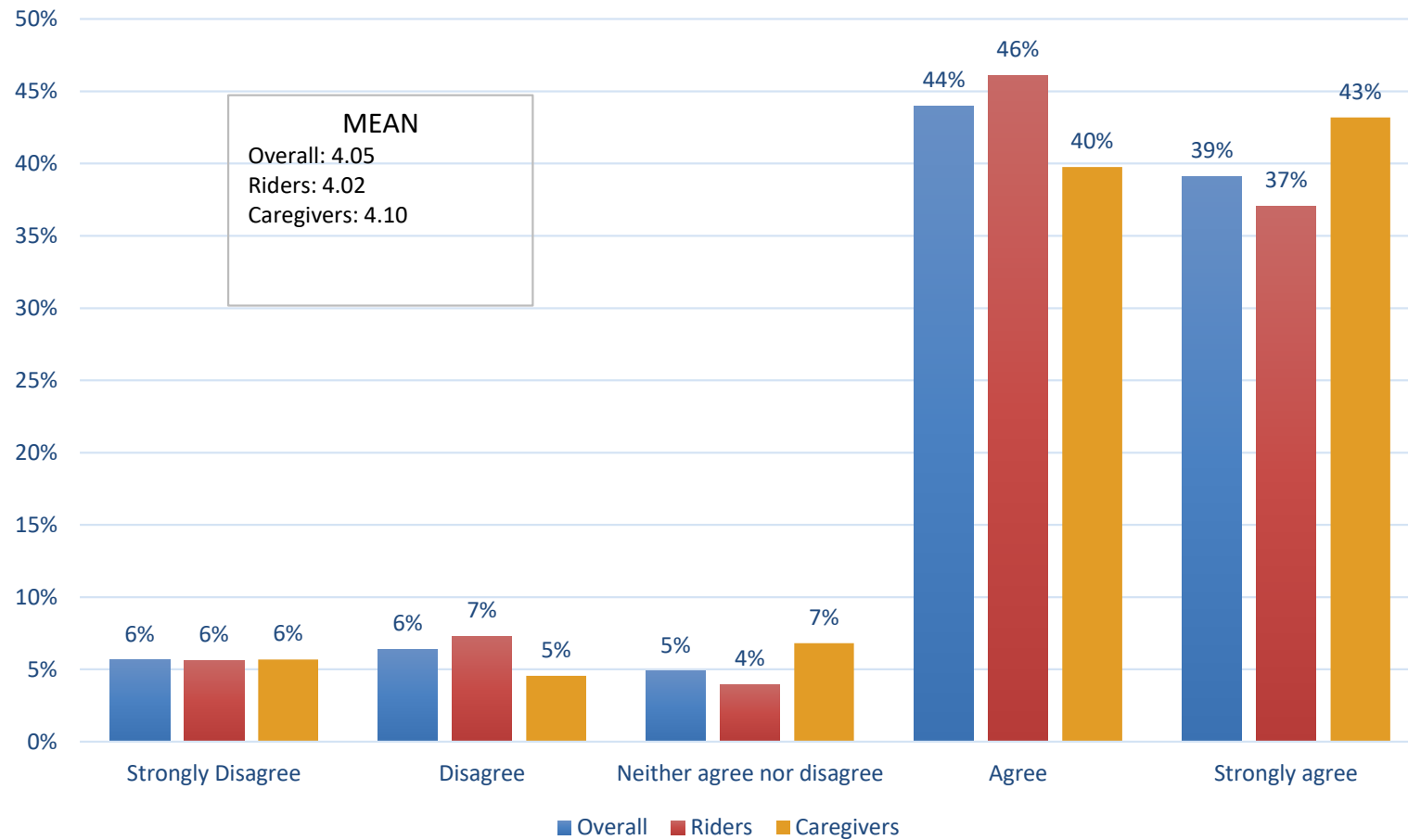


Dropped Off at Correct Location



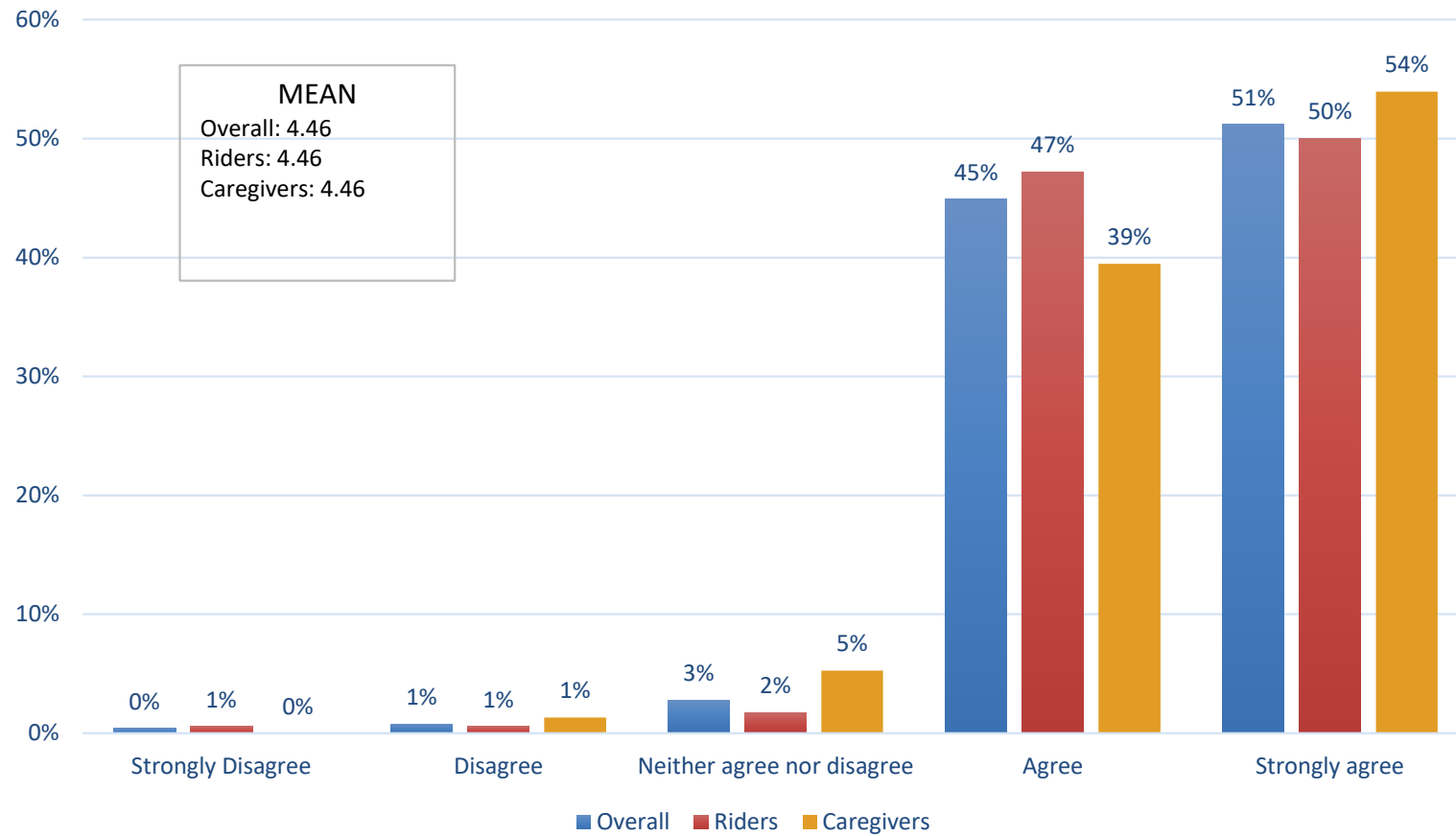


Satisfied with Trip Timeliness

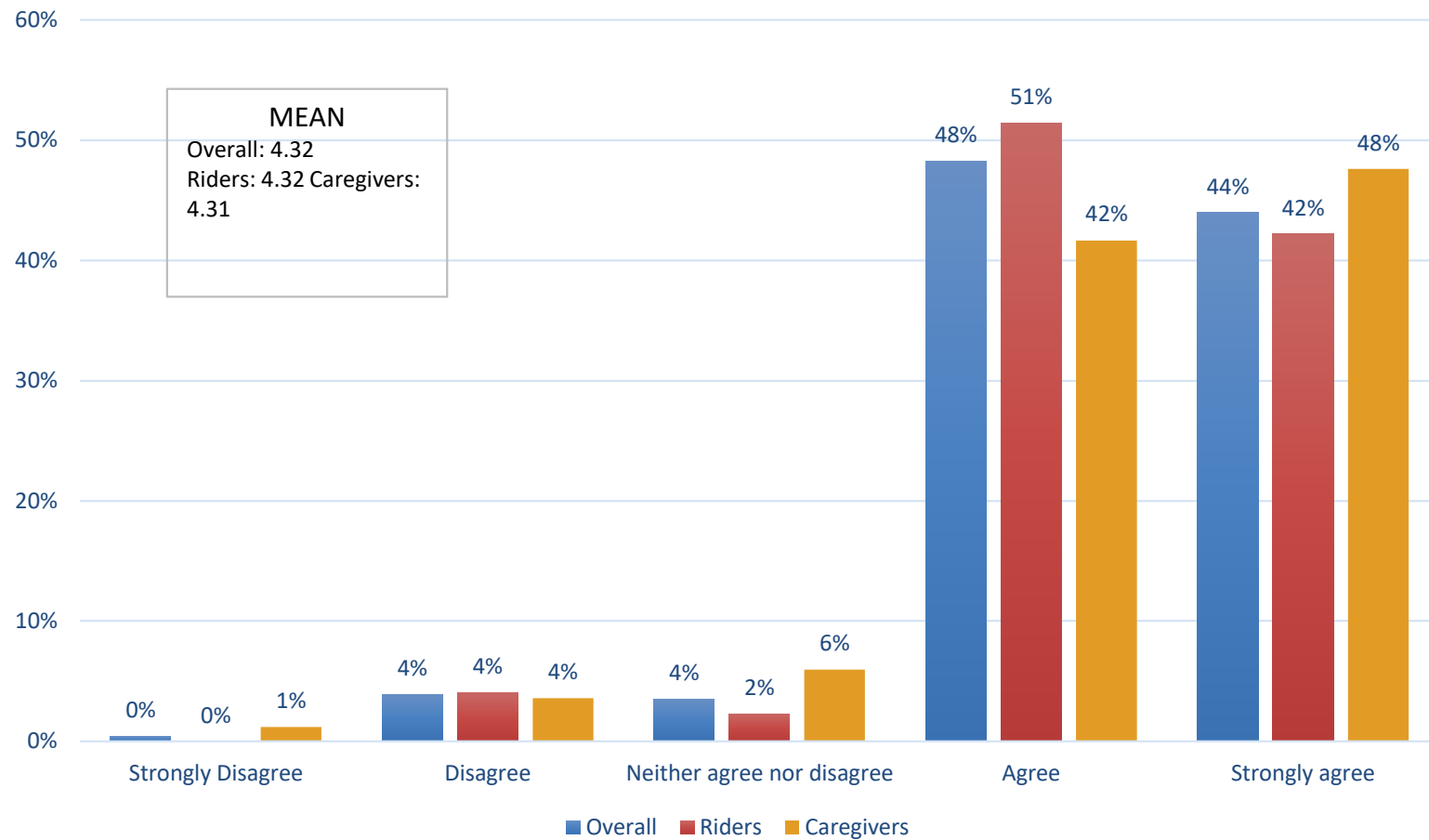




Vehicle was Clean

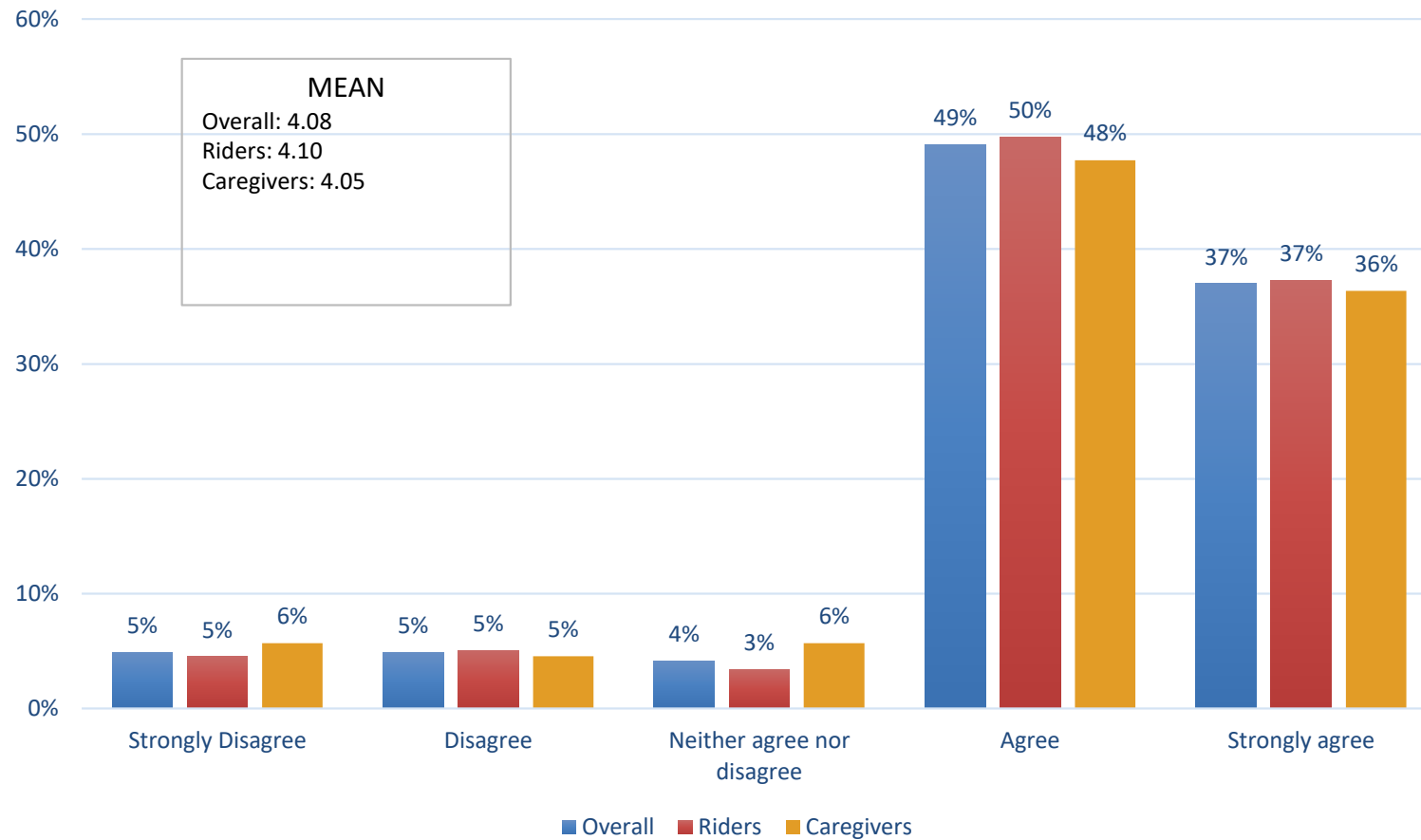


Vehicle Was Modern and in Working Order

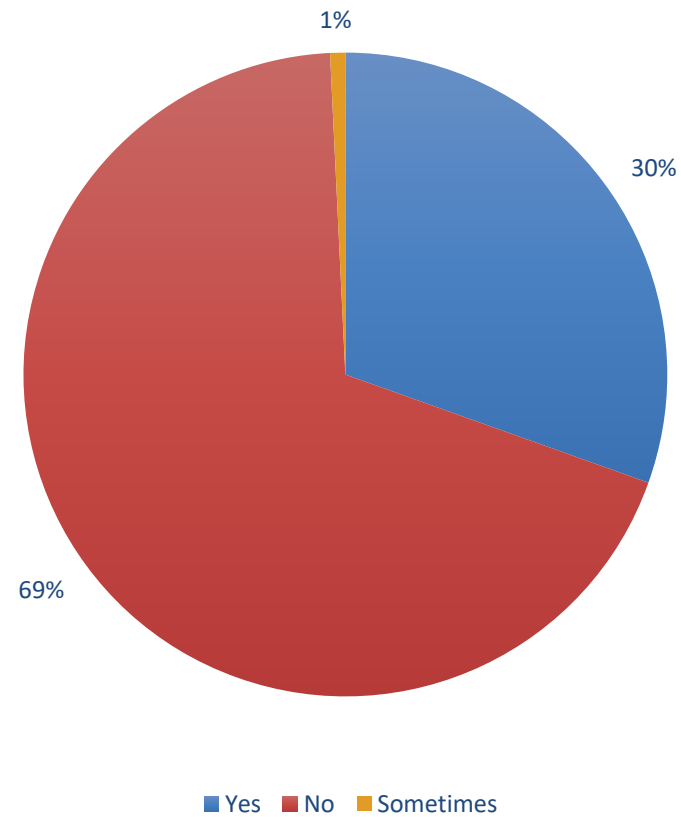




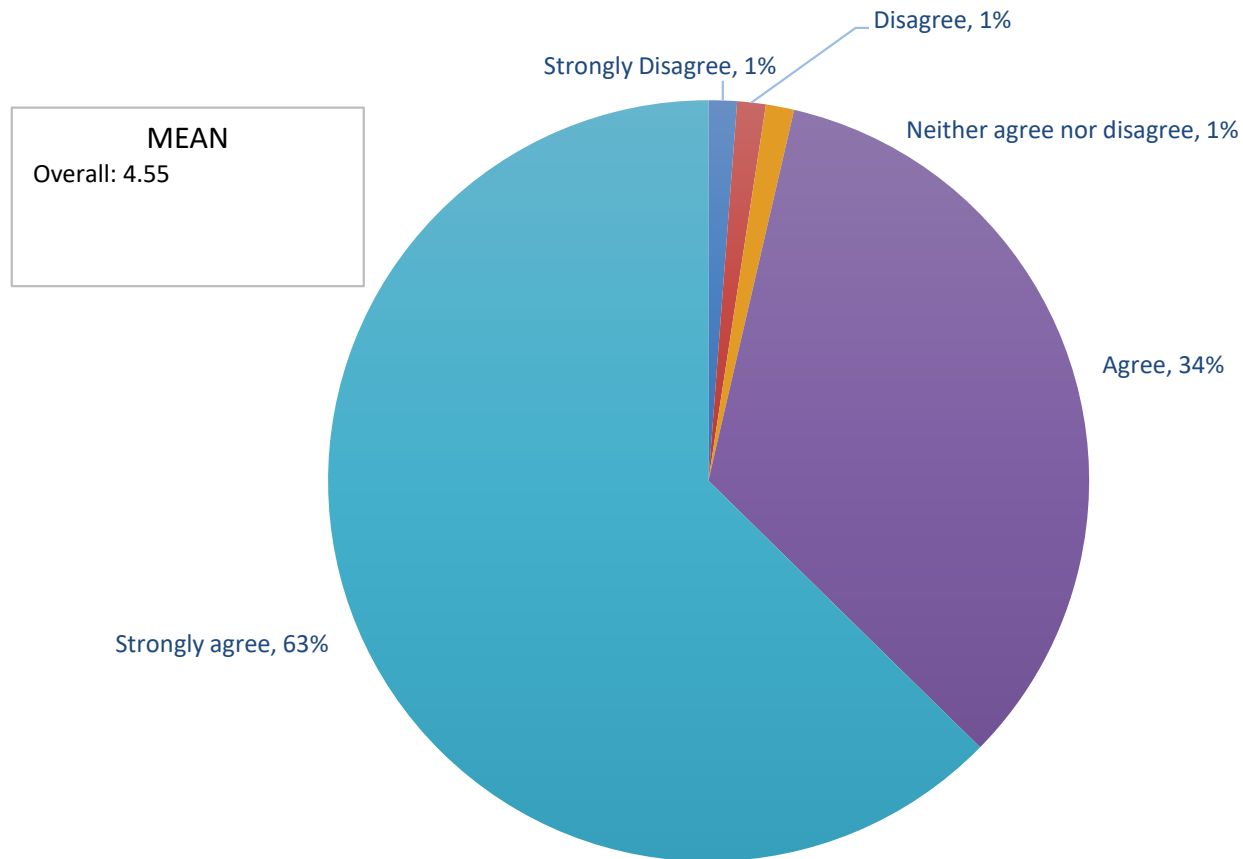
Reasonable Time to Get to Destination



Use of Wheelchair or Scooter



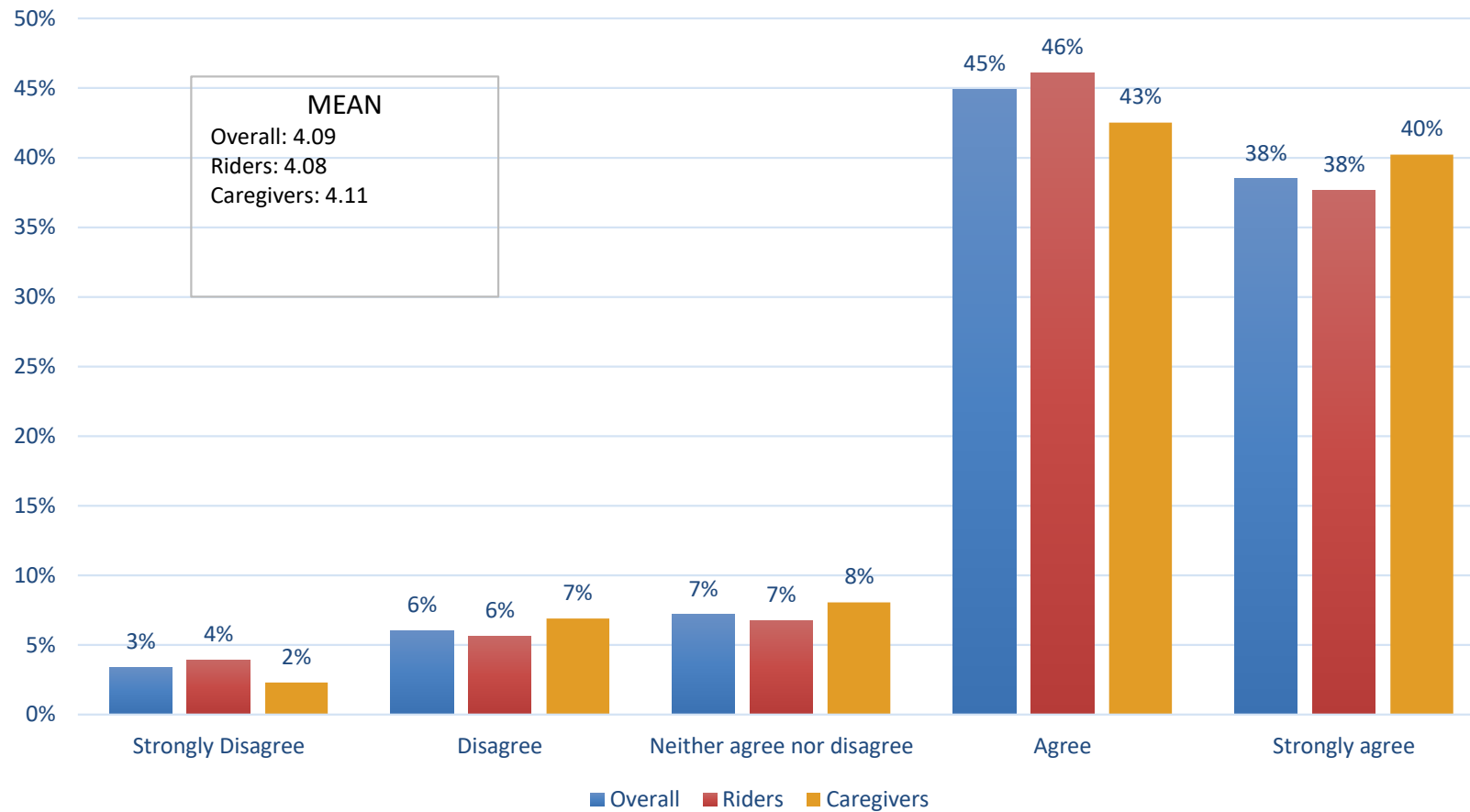
Mobility Device was Safely Secured



Note: Responses are based only on respondents who reported using a wheelchair or scooter (N=83).

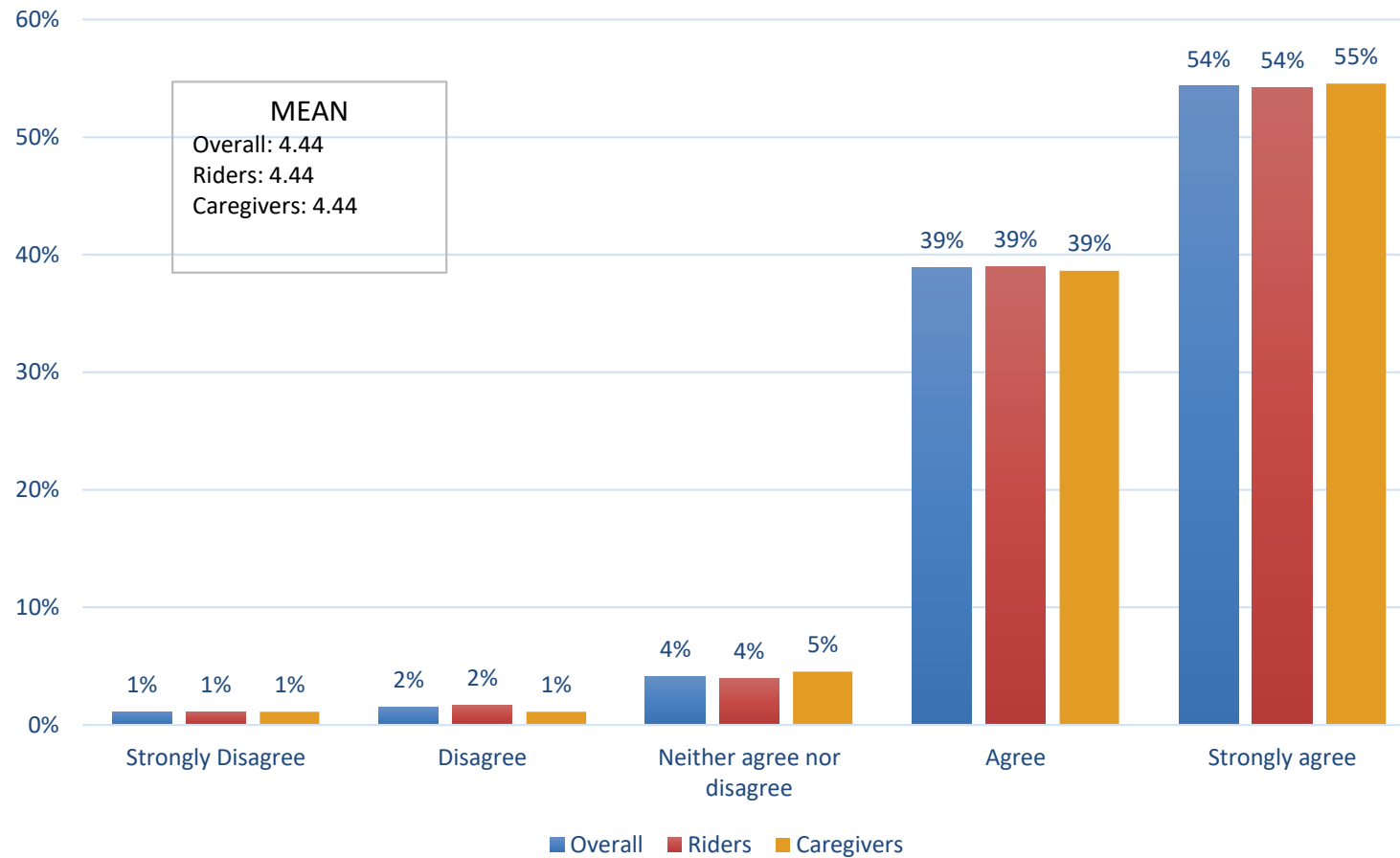


Highly Satisfied with Riding Experience

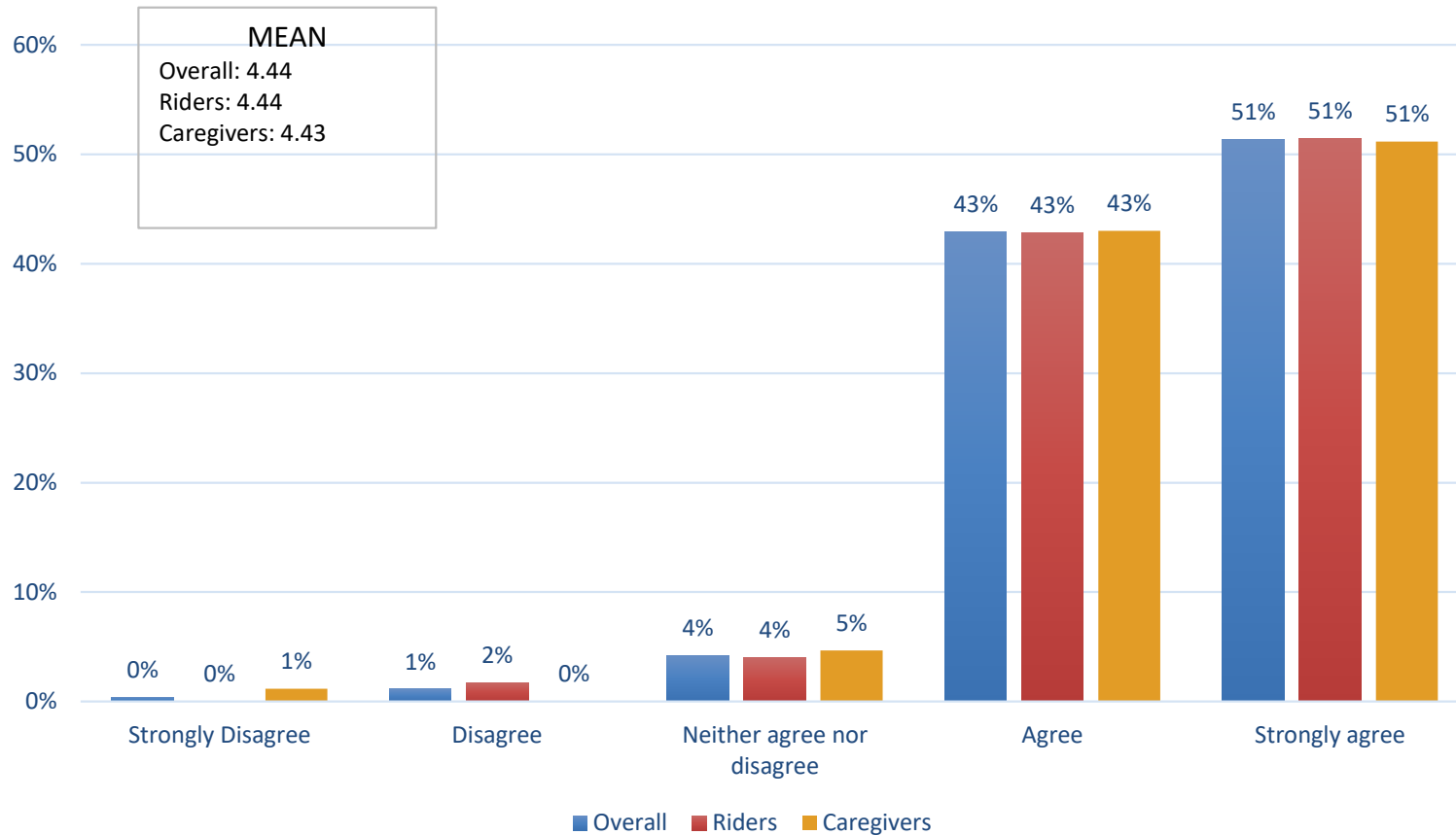




Driver was Courteous and Helpful

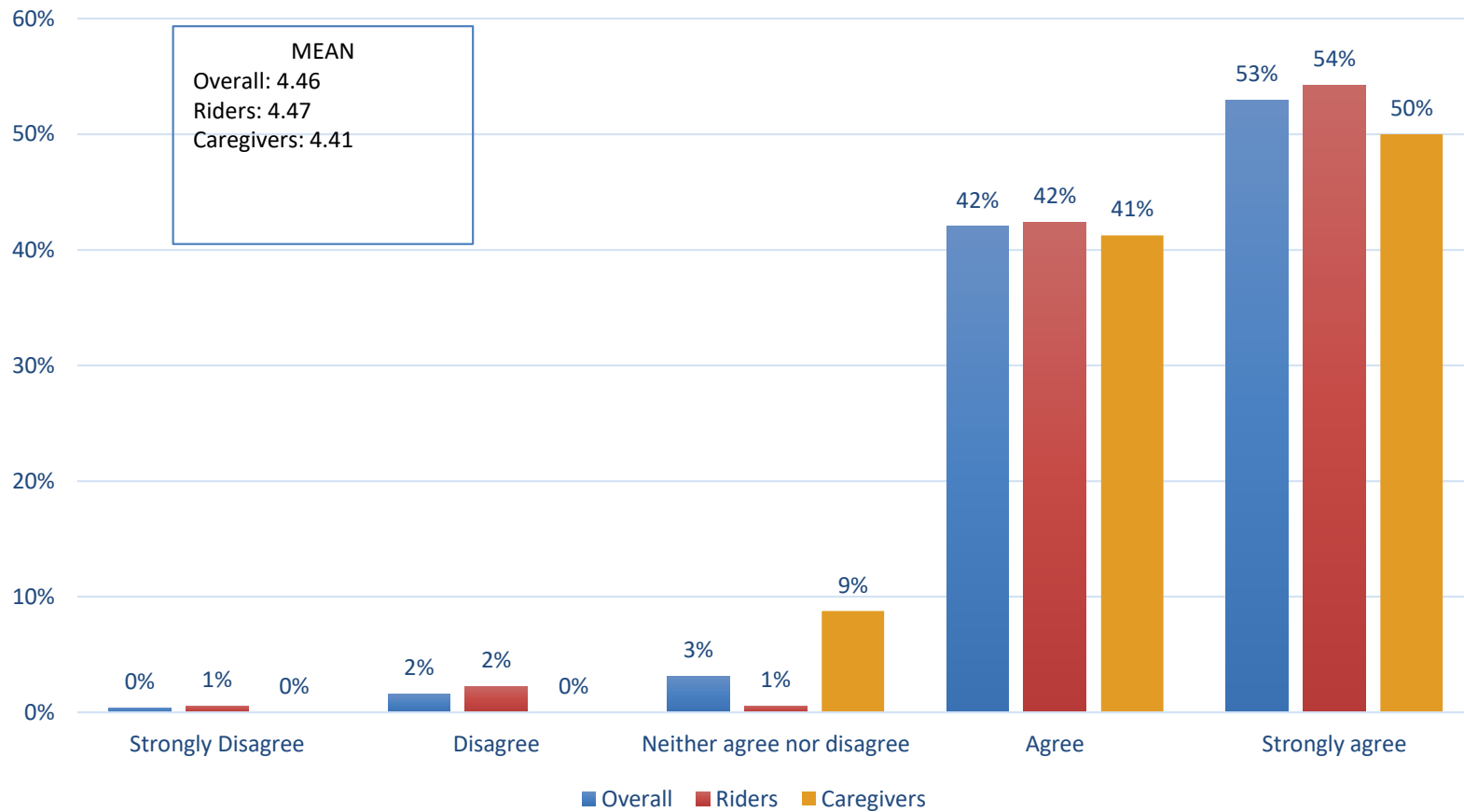


Driver was Dressed Appropriately and Clean



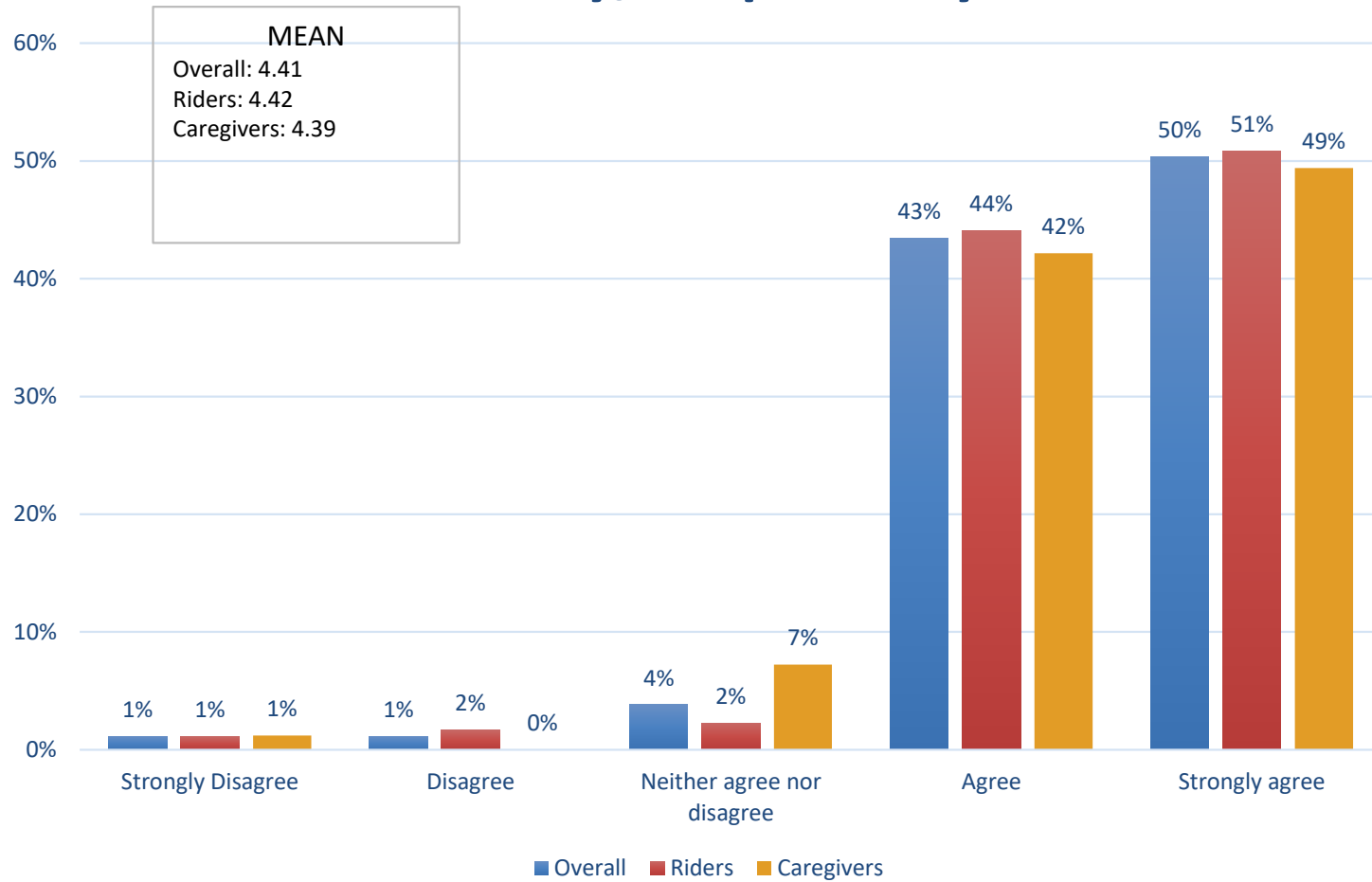


Driver Operated Vehicle Safely



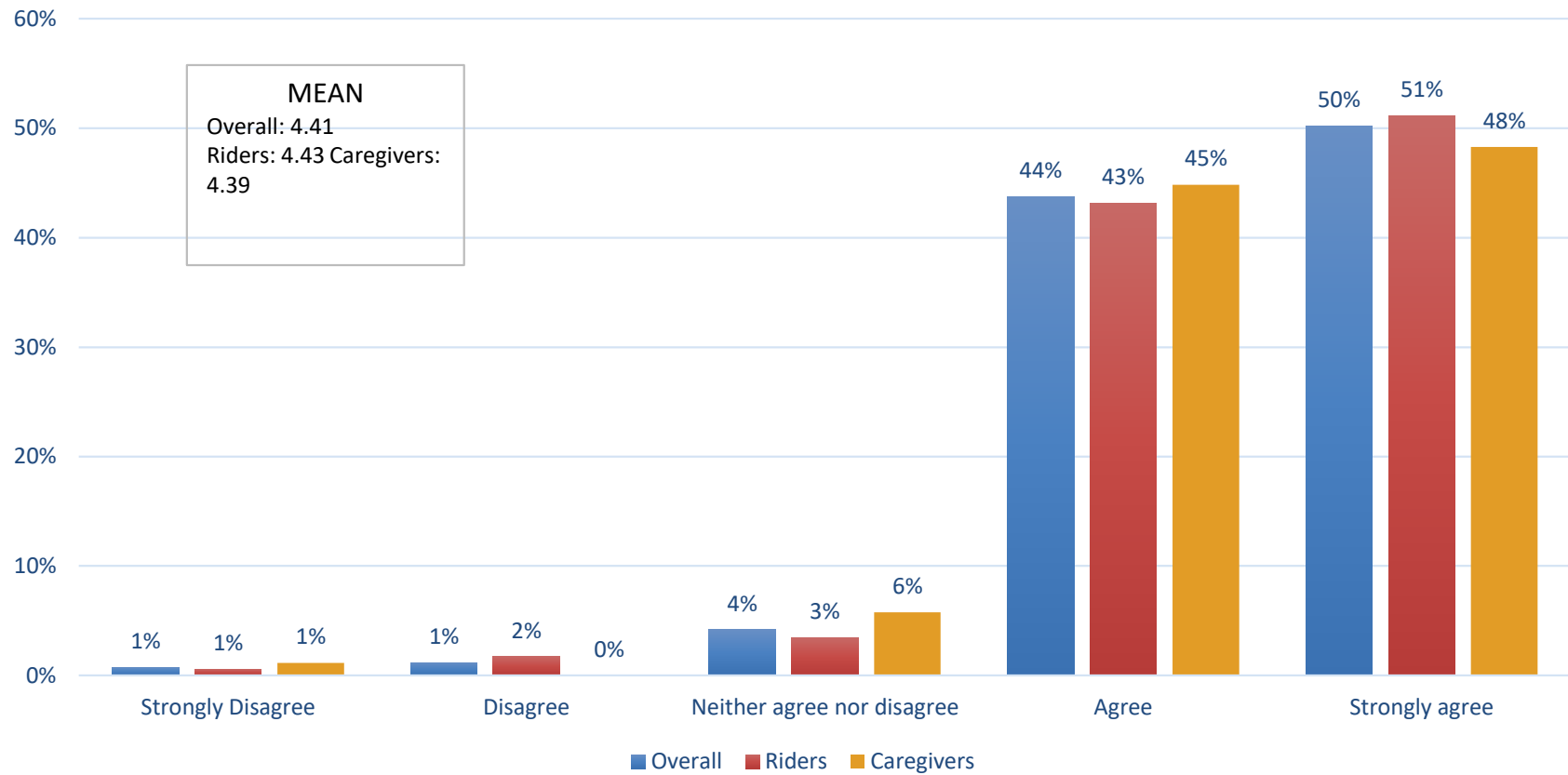


Driver Communicated Clearly/Respectfully



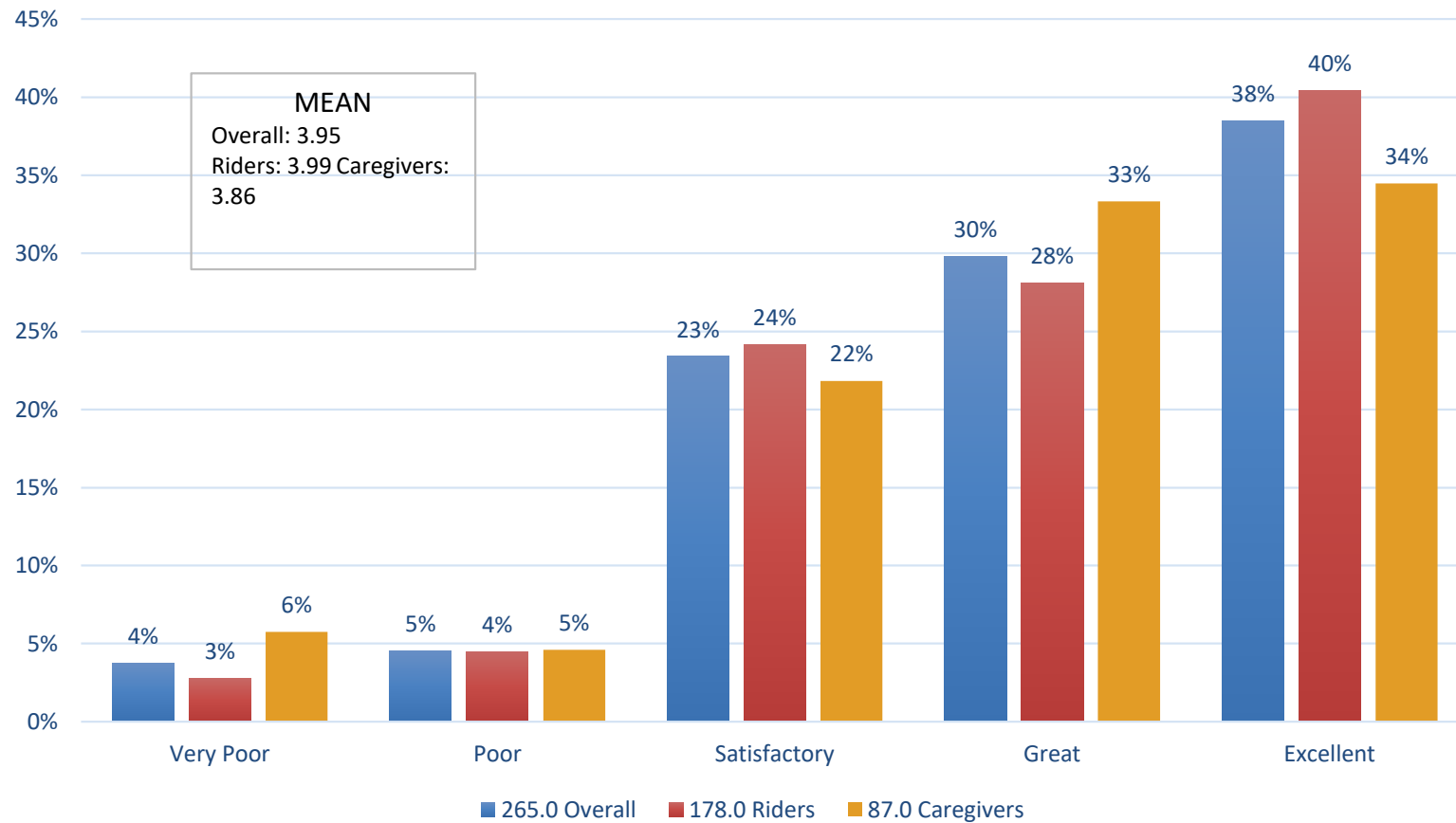


Highly Satisfied with Driver Performance



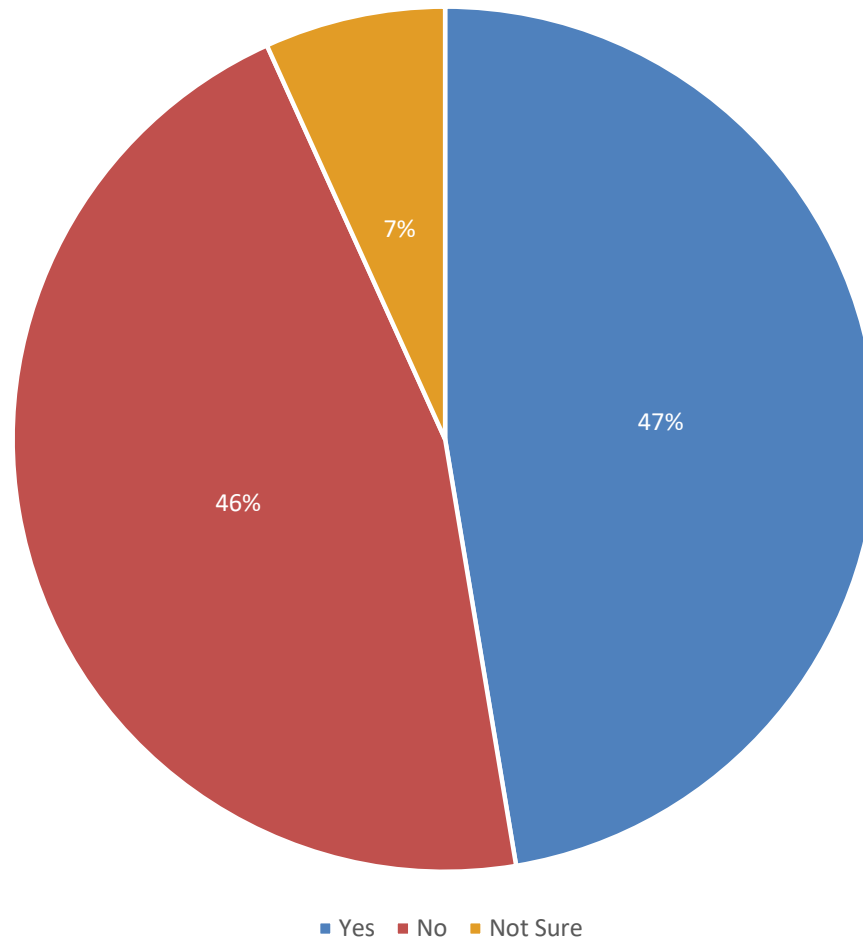


Overall Rating of LINK Paratransit Service



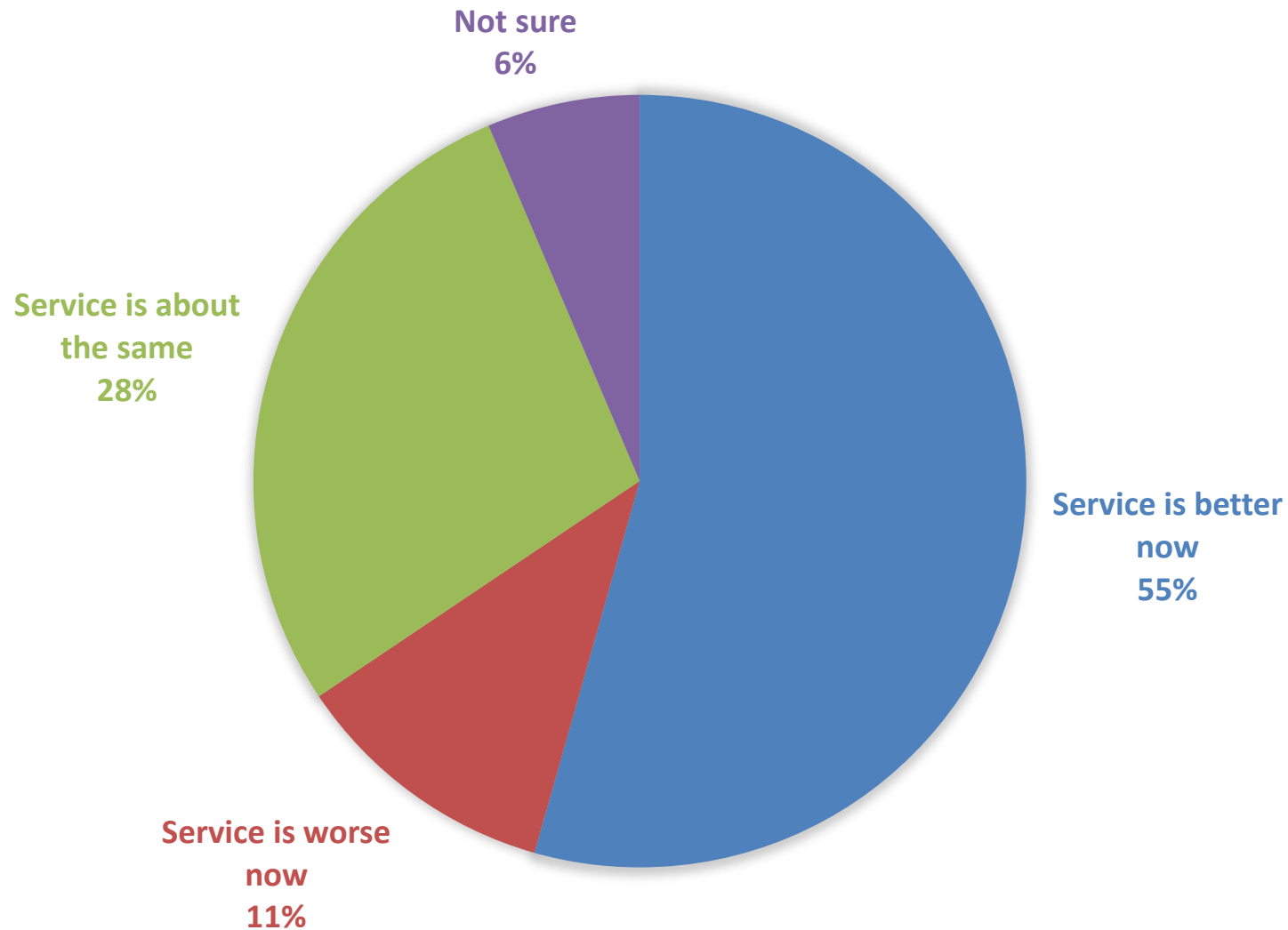


LINK Paratransit Rider for 5+ Years





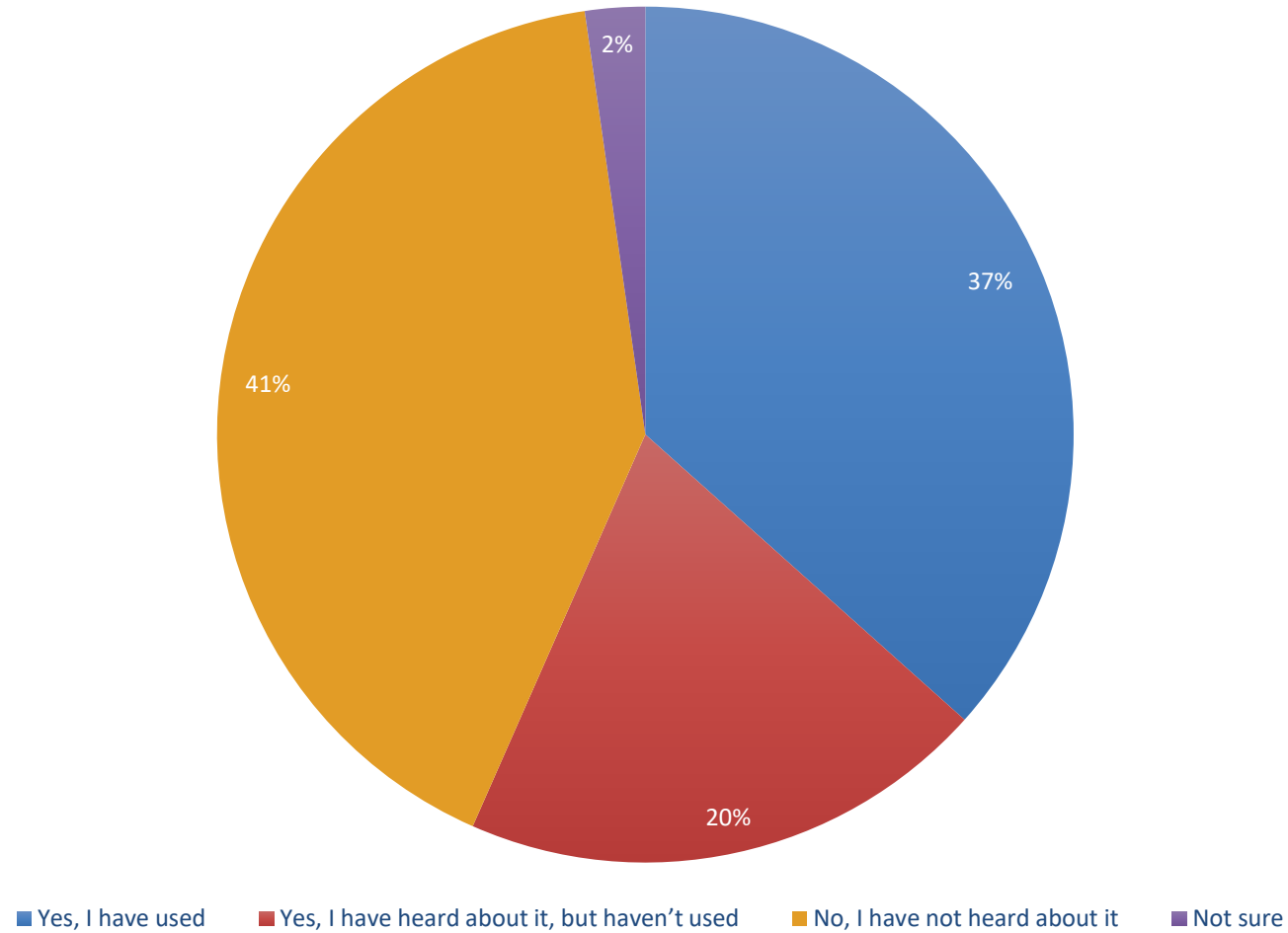
Service Changes Over The Past Five Years



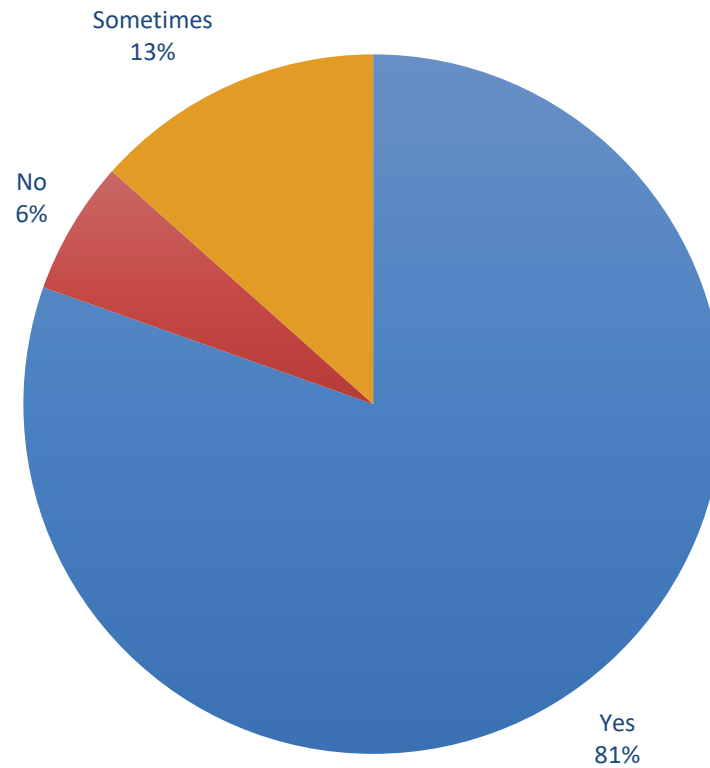
Note: Responses are based only on respondents who reported being a LINK rider for 5+ years (N=125)



Awareness and Use of the My Transit Manager App

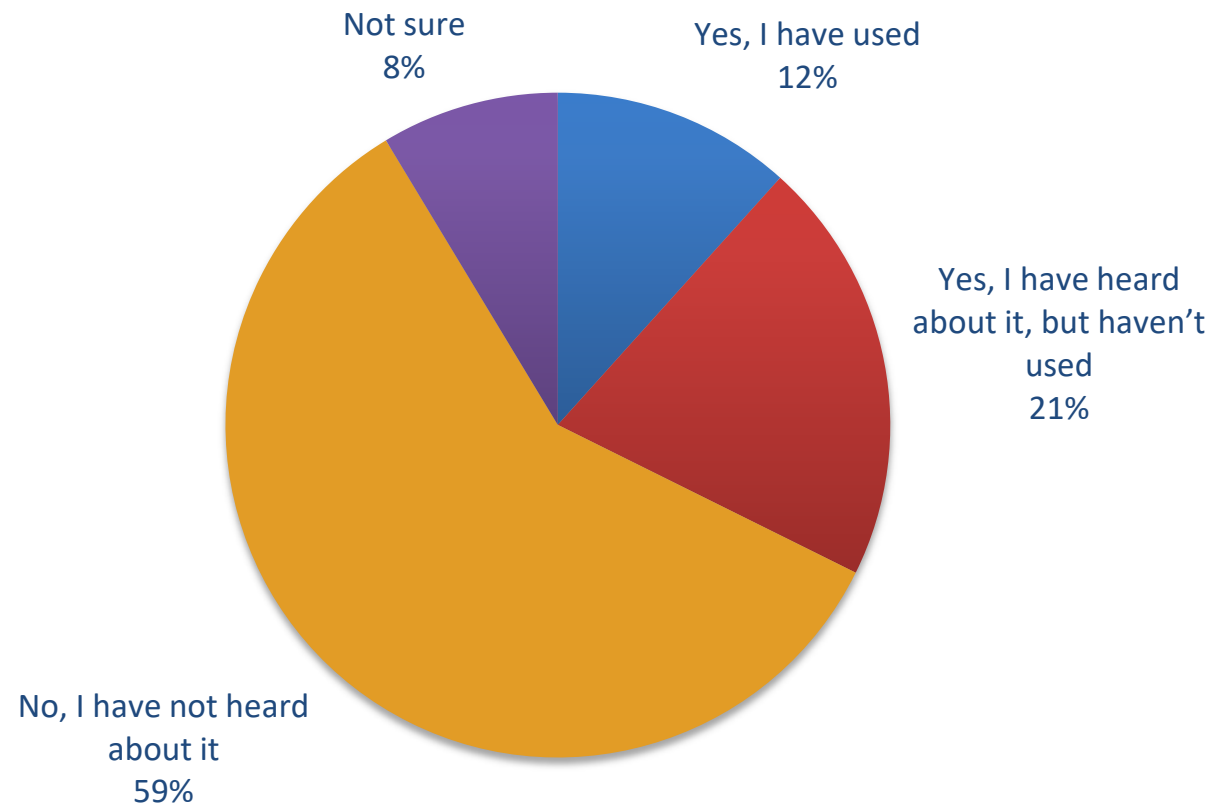


My Transit Manager App Works Well

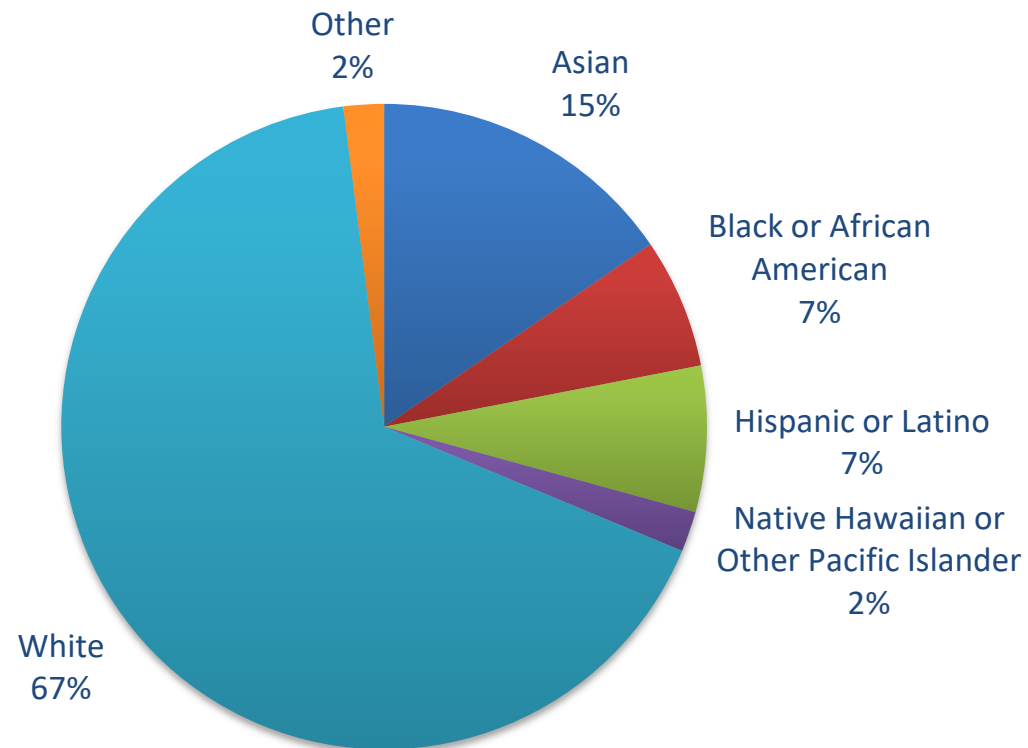


Note: Responses are based only on respondents who reported using My Transit Manager App (N=97).

Awareness of One Seat Regional Ride Program

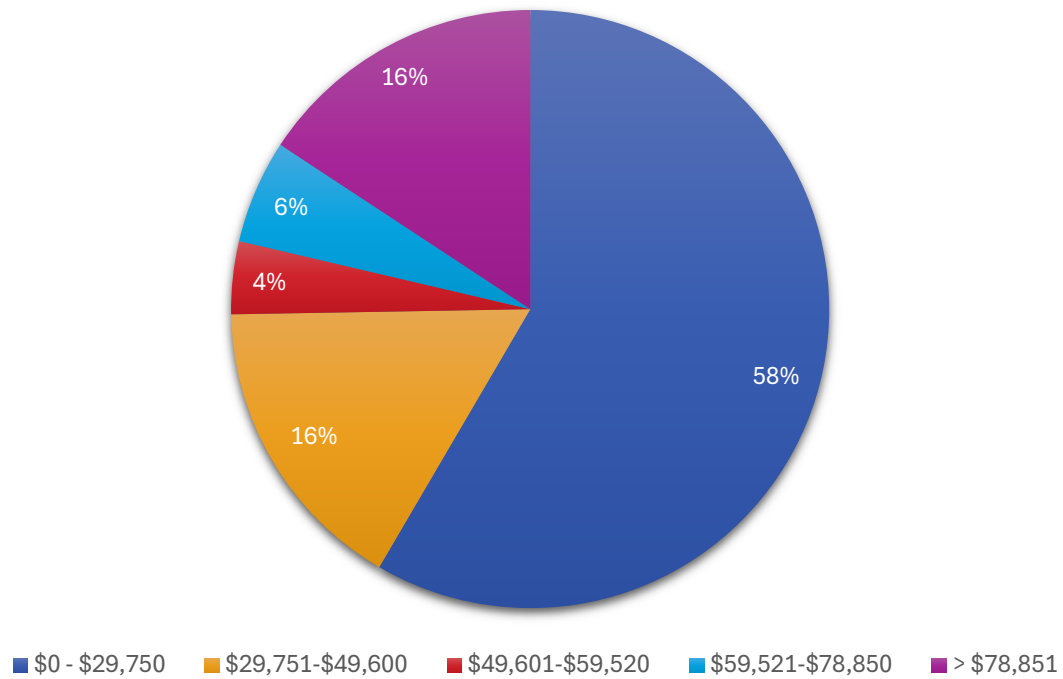


Race/Ethnicity





Household Income





Summary of Mean Ratings

Service Measure	Overall Mean	Riders	Caregivers
<i>Telephone Service</i>			
Acceptable Telephone Hold Time	4.10	4.07	4.15
Easy to Navigate Telephone Menu	4.28	4.32	4.21
Knowledgeable Customer Service Representative	4.32	4.31	4.33
Courteous Telephone Representative	4.45	4.45	4.46
Easy to Make Transportation Arrangements	4.30	4.27	4.36
<i>Ride Experience</i>			
Arrived at Correct Pick-Up Location	4.38	4.33	4.49
Vehicle Arrived on time for Pick Up	3.89	3.93	3.82
Arrived at Destination on Time	4.02	4.08	3.88
Dropped Off at Correct Location	4.47	4.46	4.49
Satisfied with Trip Timeliness	4.05	4.02	4.10
Vehicle was Clean	4.46	4.46	4.46
Vehicle Was Modern and in Working Order	4.32	4.32	4.31
Reasonable Time to Get to Destination	4.08	4.10	4.05
Mobility Device was Safely Secured	4.55	*	*
Highly Satisfied with Riding Experience	4.09	4.08	4.11
<i>Driver Performance</i>			
Driver was Courteous and Helpful	4.44	4.44	4.44
Driver was Dressed Appropriately and Clean	4.44	4.44	4.43
Driver Operated Vehicle Safely	4.46	4.47	4.41
Driver Communicated Clearly/Respectfully	4.41	4.42	4.39
Highly Satisfied with Driver Performance	4.41	4.43	4.39
<i>Overall Service</i>			
Overall Rating of LINK Paratransit Service	3.95	3.99	3.86

*Not shown due to small sample size



Summary of Findings

- LINK Paratransit is viewed as an **essential community service**. Respondents consistently described the service as reliable, accessible, and vital to maintaining independence, while identifying service reliability and communication as the principal opportunities for continued improvement.
- **Overall customer satisfaction was high**, with most service attributes receiving mean ratings above **4.0** on a five-point scale.
- **Driver performance was definitely a significant strength**, receiving consistently high ratings for courtesy, professionalism, communication, and safe vehicle operation.
- **Telephone customer service was comparably well received**, particularly the courtesy and knowledge of reservation staff and the ease of making transportation arrangements.
- **Vehicle cleanliness, condition, and accessibility** were rated favorably, and respondents expressed high satisfaction with arriving at the correct pick-up and drop-off locations.
- **Timeliness represented the primary opportunity for improvement**. On-time pick-up performance received the lowest mean rating (3.89), and open-ended comments frequently cited late pickups, long ride times, and inefficient routing.



Summary of Findings (cont'd)

- **Verbatim responses reinforced the survey findings.** Respondents praised LINK Paratransit's drivers and staff while identifying scheduling, routing, dispatch coordination, and communication regarding delays as the most common areas for improvement.
- Among respondents who had used LINK Paratransit **for five years or longer**, more than half (54%) reported that service has improved over time, while 28% felt service has remained about the same, and 11% believed it has worsened.
- **Customer awareness of available programs could be improved.** More than 40% of respondents were unfamiliar with the My Transit Manager smartphone application, and nearly 60% had not heard of the One Seat Regional Ride program.
- **My Transit Manager users primarily rely on the application to monitor vehicle location, arrival times, and upcoming trips.** While many respondents found these features valuable, several suggested improving the accuracy of real-time tracking and estimated arrival times.



Recommendations

- Improve service reliability by evaluating scheduling practices, routing efficiency, and dispatch operations to reduce late pick-ups, long ride times, and missed appointments.
- Enhance customer communication by providing more timely notifications of delays, improving dispatch responsiveness, and increasing the accuracy of real-time vehicle information within the My Transit Manager application.
- Expand outreach and education regarding available services and technology, including the My Transit Manager application and the One Seat Regional Ride program, to improve customer awareness and utilization.
- Maintain investment in employee training and recognition, as drivers and customer service staff were consistently identified as the agency's greatest strengths and the primary contributors to customer satisfaction.
- Continue monitoring customer feedback through periodic satisfaction surveys and qualitative comments to evaluate the effectiveness of service improvements and identify emerging customer needs.



Quantum Market Research, Inc.
1635 Telegraph Avenue
Oakland, CA 94612

DATE August 11, 2026

TO: Rosa Noya and John Sanderson, County Connection

FROM: Veronica Raymonda and Patty Hoyt

SUBJECT: Results from Coding of Verbatims

The following pages summarize riders' responses to the open-ended questions in the LINK survey. After rating various aspects of the ride – telephone service, ride experience, and driver performance – respondents were asked “How would you rate your experience with the LINK Paratransit service in general?” Those who rated it excellent or great were asked two open-ended questions. Those who rated the service as satisfactory, poor or very poor were asked one.

Coded Responses to “Please Provide County Connection Management
With your Thoughts on What you are Most Satisfied With”
(Base: Excellent or Great Rating
N = 181)

	%
Driver courtesy and professionalism	43%
Overall service satisfaction	29%
Reliability and timeliness	19%
Independence provided by the service	13%
Dispatch and customer service	10%
Accessibility and passenger assistance	8%
Ease of scheduling	8%
Affordability	4%
Vehicle comfort and cleanliness	4%
Communication and notifications	4%
Technology (App/One Seat Ride)	3%
*Multiple response permitted	

The comments reflected a high level of appreciation for the service and consistently reinforced the positive findings observed throughout the survey. Respondents most frequently praised the professionalism and kindness of drivers, the courtesy of staff, the reliability of the service, and the independence that LINK Paratransit provides to individuals who might otherwise have limited transportation options.

The most common theme was appreciation for drivers and customer service staff. Respondents repeatedly described drivers as courteous, respectful, patient, professional, and compassionate. Many also recognized individual drivers and dispatch staff by name, highlighting the positive relationships they had developed over years of using the service. Numerous comments emphasized that staff consistently treated riders with dignity, assisted passengers with disabilities, and created a welcoming experience.

Another recurring theme was the reliability and convenience of the service. Respondents frequently stated that LINK Paratransit enabled them to attend medical appointments, work, community programs, and other essential destinations. Many described the service as dependable, timely, and easy to schedule, while others expressed appreciation for receiving advance notification of arrivals and the flexibility provided by reservation staff.

Several respondents emphasized that LINK Paratransit provides much more than transportation—it provides independence and quality of life. Many described the service as a "lifeline," noting that they would otherwise be unable to travel independently to medical appointments, employment, shopping, or social activities. Caregivers similarly expressed gratitude for the peace of mind the service provides to their families.

Respondents also praised the accessibility and affordability of the service. Comments highlighted safe assistance with boarding and mobility devices, accommodations for companions, reasonable fares, and the availability of transportation for individuals who could not otherwise use conventional public transit. Several respondents also expressed appreciation for improvements made over time, including enhancements to scheduling, technology, and regional travel options.

Clearly, respondents value LINK Paratransit not only as a transportation service but also as an essential resource that promotes independence, accessibility, and community participation. These comments indicate that respondents overwhelmingly recognize and appreciate the dedication of LINK Paratransit's drivers, dispatchers, and staff, as well as the important role the service plays in their daily lives.

These same respondents – those who had rated the service excellent or great – were also asked “Is there anything we could do to improve the service?”

Coded Responses to “Is There Anything we Could do to Improve the Service”
(Base: Excellent or Great Rating
N = 181)

	%
Improve timeliness/reduce delays/shorten pickup window	21%
No improvements needed/Keep up the good work	18%
Improve scheduling/routing efficiency	11%
Improve communication & notifications	10%
Expand service availability (more drivers, weekends, same-day service)	8%
Improve technology (App, online scheduling, payment)	7%
Improve driver training/consistency	6%
Improve dispatch/reservation process	6%
Improve vehicle comfort/ride quality	4%
Simplify policies/recertification/eligibility	3%

*Multiple response permitted

A substantial number of respondents stated that no improvements were needed, expressing appreciation for the quality of service, the professionalism of drivers, and the overall reliability of LINK Paratransit. Several respondents specifically commented that they were "very happy," "totally satisfied," or encouraged the agency to "keep up the good work."

Among those who offered suggestions, timeliness was the most frequently mentioned opportunity for improvement. Respondents requested more punctual pick-ups and drop-offs, shorter pickup windows, and reduced travel times associated with shared rides. Several noted that return trips, in particular, were often delayed because of additional passenger pickups or inefficient routing.

Many comments focused on scheduling and dispatch operations, with respondents suggesting improved coordination of routes, additional drivers, more consistent scheduling, and greater flexibility for same-day or weekend service. Several also recommended reducing the standard 30-minute pickup window or providing more accurate estimates of arrival times.

Overall, the comments from satisfied respondents suggest that customers value the service provided by LINK Paratransit and appreciate the efforts of its employees. The suggestions offered were generally focused on enhancing service reliability, improving scheduling efficiency, expanding service options, and strengthening communication rather than addressing fundamental concerns with the service itself.

Those who gave lower ratings to the service in general – satisfactory, poor or very poor – were asked to make suggestions on ways service could be improved.

Coded Responses to “Please Provide County Connection Management
With your Thoughts on How we May Improve our Service”
(Base: Satisfactory, Poor or Very Poor Rating
N = 84)

	%
Timeliness/On-Time Performance	69%
Scheduling & Routing	40%
Dispatch/Reservations	29%
Communication & Notifications	25%
Driver Concerns	24%
Vehicle Comfort & Condition	15%
Service Availability/Capacity	12%
Accessibility (lift, ramp, door assistance, mobility devices)	11%
Technology/App	10%
Policies/Procedures	7%
Positive Feedback (despite concerns)	18%

*Multiple response permitted

While several respondents expressed appreciation for the professionalism and kindness of drivers and staff, recurring concerns centered on on-time performance, scheduling practices, and communication regarding delays.

Timeliness emerged as the most frequently discussed issue. Many respondents described late pick-ups, extended ride times, missed appointments, and early arrivals that required passengers to wait unnecessarily. Several comments noted that unreliable service created stress and made it difficult to arrive at medical appointments, work, school, or other scheduled activities.

A second recurring theme involved scheduling and route planning. Respondents frequently reported concerns about inefficient routing, lengthy shared rides, and trip sequencing that resulted in unnecessary travel time. Several suggested that improved route planning and scheduling practices could reduce delays and improve the overall rider experience.

Many respondents also commented on communication and dispatch operations. Common concerns included long times on hold, problems reaching someone on the phone, delayed callbacks, and not being informed when trips were running late or pickup times changed. Several respondents recommended expanding text or email notifications and improving communication between dispatch and riders.

Comments regarding driver performance were generally mixed but leaned positive. Many praised drivers for being courteous, patient, and helpful, while others reported isolated experiences involving rude interactions, inconsistent customer service, or concerns regarding driver training and familiarity with routes or accessibility procedures.

Other responses included requests for improvements to vehicle comfort and maintenance, enhancements to the My Transit Manager app, and increasing service capacity through additional drivers, expanded weekend service, and improved availability of accessible vehicles.

Nearly two in ten gave positive feedback, expressing appreciation for LINK Paratransit and recognizing both drivers and other staff. Several comments encouraged the agency to continue its current level of service while focusing on improving reliability, communication, and scheduling efficiency.

The final open-ended question was posed to users of the My Transit Manager app. Just over one-third of all riders indicated they had used the app, and they were asked “How are you using the app.”

Coded Responses to “How are you Using the App”
(Base: My Transit Manager App Users
N = 97)

	%
Track vehicle location/monitor arrival (ETA, "Where's My Ride")	64%
View upcoming rides/confirm pickup times	42%
Schedule or book rides	26%
Cancel rides	24%
Reschedule or modify rides	8%
Receive notifications/reminders	7%
Check driver information	6%
Other features (balance, rate drivers, confidentiality, VoiceOver)	6%
Does not use many features/limited use	6%
*Multiple response permitted	

Respondents most commonly reported using the My Transit Manager app to monitor vehicle location and estimated arrival times. Many also used the app to view upcoming rides, confirm pickup times, schedule or cancel reservations, and monitor trip status. Less frequently mentioned features included receiving arrival notifications, viewing driver information, checking account balances, and using accessibility features such as VoiceOver. Several respondents indicated they used only a limited number of the app's functions or were unfamiliar with some of its capabilities.

Although respondents primarily described how they use the application, some also pointed out that the estimated arrival times and vehicle location information were not always accurate, suggesting an opportunity to improve the reliability of real-time tracking.

To: Marketing, Planning, & Legislative Committee

Date: August 27, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: School Outreach Overview

Background:

Prior to 2020, staff would visit many schools in the service area for in-person registration days to promote school bus routes, Youth Clipper cards, and programs such as Pass2Class. Several schools had begun shifting to online registrations prior to COVID, and once the pandemic hit, all of the schools within the County Connection service area switched to virtual registration. Once COVID subsided and it was safe to return to school, many schools continued with online registration.

Summer/Fall School Outreach:

Staff attended two in-person registrations this year: Oak Grove Middle School for 6th Graders (7th-8th grade registrations were done online), and Monte Vista High School for all grades. County Connection staff collected 73 applications for Youth Clipper cards during the visit to Oak Grove Middle School, and 13 applications while visiting Monte Vista High School. Staff also reached out to Pine Hollow Middle School and planned on attending, however, this year the school changed their format to a 6th-grade-only campus camp that does not allow parents, families, or guests (such as County Connection) to attend.

Table 1: Late July – early August outreach efforts for 2024-2026.

ACTIVITY	2024	2025	2026
In-person tabling (schools asked/schools accepted)	24 / 8	24 / 3	3 / 2
PeachJar articles (parent newsletter used by some schools)	17	0	0
Virtual Town Halls (a County Connection pilot program)	0	8	0
Youth Clipper Applications Collected	159	120	85

Over the past few years staff has noticed an increase in visitors to the County Connection website seeking school bus route information, as well as general guidance on riding transit at the start of the school year. In response, staff created a single, “catch-all” webpage for student-focused transit information called “Transit 101”, which continues to evolve each year. The page brings together 600-series route information, fares, program information (such as Youth Clipper and Pass2Class), and tutorials on reading timetables and using apps to track bus arrivals and departures. While the page saw modest engagement from 2024–2025, traffic increased significantly in 2026, with visits nearly matching the combined total of all visits to the 600-series route pages. This growth suggests that students and families are increasingly using online resources to find the information they need to navigate transit at the start of the school year.

Table 2: Web traffic July 1-August 25 (2024-2026) for 600-series route page visits and single school information pages (“Transit 101”).

	2024	2025	2026
600-series route webpage visits	3,708	4,910	4,155
“Transit 101” webpage visits	504	910	4,071

Staff monitors Google Analytics to evaluate how both online and in-person engagement efforts drive traffic to the County Connection website. Since creating the “Transit 101” webpage in 2024, staff has focused on promoting this single, centralized landing page with information tailored to parents and students. This August, *Transit 101* ranked among the top five most-visited pages on the County Connection website (see Table 3), demonstrating increased interest in the resource.

An additional benefit of *Transit 101* is its flexibility as a year-round resource. Rather than creating new webpages or materials each school year, staff can continue to promote the same URL while updating the content with timely information, including school-year schedules, fares, programs, and riding tips. This provides a consistent destination for students and families while allowing staff to measure engagement and refine content from year to year.

Table 3: August 2026, “Transit 101” is fifth most visited page on countyconnection.com.

WEBPAGE	TOTAL VIEWS (ROUNDED)
Routes – County Connection	27,000
County Connection (homepage)	19,000
Route 6	4,000
Route 4	3,700
Transit 101: Youth Rider Guide	3,600
Route 16	3,500

Conclusion:

Overall, staff’s experience over the past three years suggests that traditional back-to-school outreach methods are shifting as schools continue to move toward online registration and student/parent communication. While in-person events remain valuable opportunities to connect directly with students and parents—particularly families of incoming 6th and 9th grade students—the number of available events has declined, schedules often conflict, and attendance can vary significantly. The engagement results also suggest that parents and students increasingly choose to find transportation information independently, a finding supported by data showing increased engagement with social media content directed at parents and students at the start of the school year.

Moving forward, staff is continuing to track how people consume information about our bus service at the start of the school year and is looking at keeping a blended engagement approach of maintaining clear, summarized information and guides online (the “Transit 101” webpage), while participating at select in-person events.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

None.

To: Marketing, Planning, & Legislative Committee

Date: August 27, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Transit Month, County Connection BINGO

Background:

September is Transit Month, an annual celebration held every September across the San Francisco Bay Area. Co-organized by groups like San Francisco Transit Riders and Seamless Bay Area, the month highlights the region's buses, trains, ferries, workers, and riders. Transit agencies may participate and promote existing events or even create one of their own.

Additional Information:

This year, County Connection is introducing County Connection BINGO, the first promotional event organized and managed exclusively by the agency for Transit Month. Staff partnered with 16 local businesses across Central Contra Costa County to make up a 4x4 BINGO card. Businesses range from eateries (e.g. Zachary's Pizza, Millie's American Kitchen), game and comic book stores (e.g. Flying Colors Comics, Pot of Gold), and vintage/thrift stores (e.g. Vintage Vida, Cottage Jewel). The stores on the BINGO card were selected for their appeal to younger riders (generally 13-26-year-olds), though the audience for these stores and appeal to play County Connection BINGO may be broader. All businesses are within short walking distance of a County Connection route.

To play County Connection BINGO, participants visit participating businesses to collect BINGO stamps. Four stamps (four businesses) in a row wins a prize from County Connection and their name is entered for a grand prize drawing. Participants do not need to ride a County Connection bus (though they are encouraged to do so) or make a purchase from a participating business in order to play. The intent of this game is to stimulate engagement with new and existing riders as well as make connections with local businesses, and early indications are promising.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: County Connection BINGO card



County Connection

HOW TO PLAY

1. Get a BINGO card at a participating business.
2. Visit businesses listed in the squares.
3. Ask for a stamp from participating business.
4. Complete four stamps in a row—horizontally, vertically, or diagonally—to earn a BINGO.
5. Submit your BINGO card for a prize.

PRIZES

- Every BINGO (four in a row) wins a prize!
- Each four in a row submitted earns:
 - One prize + one entry into the Grand Prize drawing
- BLACK OUT your card (fill every square):
 - Receive an extra entry (11 total) into the Grand Prize drawing
- Four in a row prizes will be distributed at the end of September. The Grand Prize winner will be selected on October 2, 2026.

SUBMIT YOUR CARD

One card per person. You may submit your card any time during September once you've completed at least one BINGO. All entries must be received by 10am on October 1, 2026. Submit your completed card using one of the following methods:

1. **Online:** Upload a photo of your completed card using our online form (scan QR code) or visit countyconnection.com/bingo
2. **In Person:** Drop off your completed card M-F, 8a.m.–3 p.m. at County Connection, 2477 Arnold Industrial Way, Concord

SCAN QR CODE
FOR MORE INFO
& FOR OFFICIAL
BINGO RULES.



To: Marketing, Planning, & Legislative Committee

Date: August 27, 2026

From: Ryan Jones, Manager of Marketing & Communications

Reviewed by: AMS

SUBJECT: Community Events

Background:

County Connection offers a Mobile Lobby, where staff visit various locations within our service area. When possible, staff also participate in select community and business events, and coordinates Class Pass field trips for schools served by our fixed routes.

Additional Information:

County Connection continues in-person customer outreach with the Mobile Lobby throughout our service area, including visits to libraries, senior centers, and transit hubs to assist people with trip planning, Clipper Access (formerly RTC) card and LINK (paratransit) applications, signing up with the Clipper app, and answering other general inquiries about our services.

September is a busy month for Mobile Lobby and community events. Staff has several events scheduled, including four riding the routes and nine community events.

Community Event highlights:

- 9/3 – Emergency Preparedness Fair, Concord
- 9/10 – Community Resource Fair, Martinez
- 9/13 – Bike Family Fest, Pleasant Hill
- 9/15 – Fall Fest Resource Fair, San Ramon
- 9/17 – Live Well Resource Fair, San Ramon
- 9/18 – Safe Place Event, Concord
- 9/19 – Pleasant Hill Fill-A-Bus Food Drive, Pleasant Hill
- 9/23 – Pop-Up Transit Art Fair, San Francisco
- 9/29 – Rossmoor Health Fair, Walnut Creek

For those who wish to come to our office, our lobby is open to the public on weekdays from 8:00 a.m. to 3:00 p.m., and our Customer Service Representatives answer phones on weekdays from 6:30 a.m. to 6:30 p.m.

Financial Implications:

Any costs associated with events are included in the Promotions budget.

Recommendation:

None, for information only.

Action Requested:

None, for information only.

Attachments:

Attachment 1: September 2026 Calendar



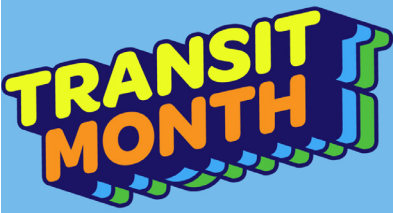
County Connection

September 2026



IN PERSON HELP WITH SENIOR/YOUTH CLIPPER CARDS - PARATRANSIT SERVICES - TRIP PLANNING

VISIT A COUNTY CONNECTION LOBBY NEAR YOU!

SUN	MON	TUES	WED	THUR	FRI	SAT
		01 -	02 RIDE RT 98X leaves Amtrak 10:03am WCB 10:48am	03 Emergency Preparedness Fair - Concord 4p-8p	04 RIDE RT 93X leaves Antioch BART 7:07am	05 -
	06 -	07 	08 -	09 RIDE RT 35 leaves SRTC 10:10am Dublin BART 10:45am	10* RIDE RT 19 leaves Amtrak 9:56am Concord BART 10:46am	11 -
13 BIKE FAMILY FEST DVC 10am-2pm	14 -	15 FALL FEST RESOURCE FAIR DVC San Ramon 12-3pm	16 MARTINEZ SENIOR CENTER 8:30-10:30a	17 LIVE WELL RESOURCE FAIR San Ramon 1-4pm	18* PLEASANT HILL SENIOR CENTER 10a-1p	19 PLEASANT HILL FILL-A-BUS FOOD DRIVE Pleasant Hill Park 9a-Noon
20 -	21 -	22 North Concord BART 9-11am	23 Pop-Up Transit Art Fair, San Francisco 3-6p	24 PLEASANT HILL BART 9-11am	25 -	26 -
27 -	28 -	29 ROSSMOOR HEALTH FAIR 10a-1p	30 -	*ADDITIONAL EVENTS 9/10 - COMMUNITY RESOURCE FAIR Martinez 1-4p 9/18 - SAFE PLACE EVENT Concord Community Youth Center 2:45-4pm		